

Multi-life Materials At-A-Glance

Prospecting. Letters, flyers and a tri-fold brochure are designed to generate the leads you need. The Business Advantage Program® brochure guides a conversation that helps you close the sale.

Enrolling. As you think about a worksite enrollment, imagine four stages: Prelaunch, Launch, Remind and Close. The four-stage enrollment process provides a simple framework for understanding how your enrollment materials work together to lead your prospects through the process of awareness, education and purchase. For more, see our [Multi-Life Marketing Communication Guide](#).

Prospecting Materials

	Prospecting stage		Customize on TransBuilder
	Emails or Direct Mail	Face to face meeting	
Letters/Flyers			Customize on TransBuilder
Reward Recruit Retain flyer	●		YES
Empty Chair flyer	●		YES
Employer letter	●		YES
Business Advantage Program tri-fold	●		YES
Brochures			TransBuilder
Business Advantage Program brochure		●	NO

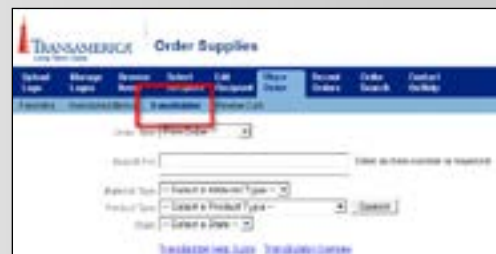


TIP: Use TransBuilder to customize materials.

TransBuilder is our online tool for customizing materials with your own information. Searching by title in TransBuilder pulls a list of all approved state versions, which is especially important for national enrollments. Click on the item description for a list of states where the particular version may be used, or specify a state in the search criteria. If a state-specific version does not appear then it has not yet been approved.

TransBuilder is located in the *Order Supplies* area on the **Agent Resource Center**. Just select TransBuilder on the navigation bar to get started.

Many materials allow you to include a logo. Choose "Upload Logo" in the *Order Supplies* area, then please allow up to a day for us to validate the artwork before it becomes available.



Materials available on the AGENT RESOURCE CENTER
WWW.TALTC.COM

Enrollment Materials

	Enrollment stage				Customize on TransBuilder
	Prelaunch	Launch	Remind	Close	
Flyers/Emails or Direct Mail					Customize on TransBuilder
Don't Miss This Opportunity*	●				YES
How to Apply		●			YES
A Growing Need	●				YES
Who Pays*		●			YES
3 in 4 Need It / 7 in 10 Need It		●			YES
Financial Plan		●			YES
Shared Care		●			YES
Care Coordination		●			YES
Cash Benefit		●			YES
Protecting Your Family			●		YES
Don't Forget			●		YES
New Hire Benefit				●	YES
Enrollment Meeting handout	●	●			YES
Postcards					TransBuilder
3 in 4 Need it / 7 in 10 Need It*	●	●			YES
Protecting Your Family*	●	●			YES
Stuffers					TransBuilder
3 in 4 Need it / 7 in 10 Need It*	●	●			YES
Protecting Your Family*	●	●			YES
Posters (8.5x11 or 11x17)					TransBuilder
Enrollment Meetings	●	●			YES

*These materials are suitable for Associations as well as Worksite enrollments in some states.

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