

BIG DADDY LEADS

INDEXED UNIVERSAL LIFE (IUL)

AGENT PRODUCT GUIDE + TELESales SCRIPT

Living Benefits | Tax-Free Retirement | Wealth Building | Ages 25–55

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SECTION 1 — PRODUCT OVERVIEW & IDEAL CUSTOMER PROFILE


What Is an IUL?

An Indexed Universal Life (IUL) policy is a permanent life insurance product that combines a death benefit with a cash value component tied to a stock market index (typically the S&P 500) — with a floor (usually 0%) protecting against market losses and a cap (typically 10–14%) on growth. The result: market-linked upside with downside protection. Cash value grows tax-deferred and can be accessed tax-free via policy loans, making IUL a powerful vehicle for supplemental retirement income, business succession planning, and estate planning. IUL is positioned as a financial vehicle — not just insurance — which expands the buyer pool significantly.

Ideal Customer Profile (ICP)

Age Range	25–55 (sweet spot: 32–50 — enough runway for cash value to compound)
Income Profile	\$60K–\$250K+ household income; employed professionals, business owners, 1099 contractors
Financial Awareness	Has a 401(k) or IRA; frustrated by contribution limits or market volatility
Primary Pain Points	Taxes in retirement, market risk, 'I'm maxing my 401k — what's next?'
Life Stage	Young family building wealth; pre-retiree protecting assets; business owner succession planning
Risk Tolerance	Moderate — wants growth but hates losing money. The 'floor' is the most compelling feature.
Health Profile	Preferred or standard health — IUL premiums are health-rated. Unhealthy prospects better suited for FE.
Existing Insurance	May have employer term; likely underinsured relative to income; no permanent policy

Objection Profile	More analytical — will ask about internal rate of return, fees, and illustrations
Decision Timeline	Longer than FE or MPI — 1 to 3 calls common; illustration review often needed


 **PRO TIP:** Position IUL as a tax-free retirement vehicle first, life insurance second. The hook is: 'You already have a 401(k) — this is what wealthy people use when they've maxed that out.' Wealthy is aspirational framing that resonates with upwardly mobile earners.

SECTION 2 — META LEAD EXPERIENCE

Lead Type: Meta Instant Form — Standard (IUL leads are typically not run as Live Transfer)

BDL sources leads through Meta (Facebook/Instagram) advertising using Instant Experience forms. When a prospect clicks the ad CTA, Meta auto-populates their profile data into the form before they see it — reducing friction and increasing completion rates. The prospect reviews pre-filled fields, answers any custom questions, and submits. Their data routes directly into the BDL lead system.

Common Instant Form Fields

 **WARNING:** FIELDS DISCLAIMER: The fields listed below represent common fields that may appear on BDL Meta instant forms for this vertical. Not all fields are guaranteed to appear on every campaign or lead sheet. Field availability is subject to change based on active campaign configurations, A/B testing, carrier requirements, and platform updates. Always reference the actual lead sheet you receive. Never assume a field is populated.

Field Name	Source / How Populated	Agent Use
First Name	Meta pre-fill	Personalize opener
Last Name	Meta pre-fill	Application and follow-up
Email	Meta pre-fill	Send illustration; email drip
Phone	Meta pre-fill	Primary contact — verify
State	Meta pre-fill	Product availability and licensing
Age / DOB	User entered	Illustration and premium calculation
Annual Income / HHI	User entered	Coverage need and contribution sizing
Current Retirement Savings	User selected	Qualify existing plan and identify gap
Risk Tolerance	User selected	Conservative / Moderate / Aggressive

Health Status	User selected	Premium rate class routing
Tobacco Use	User entered	Rate tier — significant impact on IUL cost
Primary Financial Goal	User selected	Retirement / Protection / Tax / Legacy
Coverage Amount Interest	User selected	Death benefit sizing conversation
Spouse / Family Info	User entered (opt.)	Spouse rider and joint planning

i NOTE: IUL leads are typically not run as Live Transfer campaigns due to the longer education cycle required. Standard instant form leads are most common. Speed-to-call still matters — aim to contact within 5 minutes of submission. Multi-touch follow-up (call + email illustration + SMS) is critical in this vertical.

SECTION 3 — LEAD CHARACTERISTICS & BUYER PSYCHOLOGY

Analytical Buyers	IUL prospects ask more questions. Have a carrier illustration ready. Be prepared to explain caps, floors, participation rates, and internal cost of insurance.
Longer Sales Cycle	Expect 1–3 touches. First call is education and qualification. Second call is illustration review. Third call is close. Budget your activity accordingly.
Tax Motivation	The #1 IUL purchase driver is tax-free retirement income. Prospects maxing 401(k)s and IRAs are looking for overflow strategies.
Market Fear	Recent market volatility is a strong motivator. The '0% floor' is the most emotionally resonant feature — 'you can never lose money due to market loss.'
Competitor Awareness	They may have seen WFO / PHP / Primerica pitches. Differentiate on carrier quality, illustration transparency, and no-pressure process.
Business Owner Angle	Business owners respond to: key man insurance, executive bonus plans, business succession. Have these talking points ready.
Spouse Involvement	Higher-income households involve spouses in financial decisions. Always attempt to schedule a joint call.
Email Engagement	This demographic is email-active. A professional illustration email sent between calls dramatically increases show rates and close rates.

SECTION 4 — COMMON OBJECTIONS & REBUTTALS

Prospect Says	Agent Response
“The fees are too high — my 401(k) is cheaper.”	That’s a fair comparison — and you’re right that IUL has internal costs. Here’s the difference: your 401(k) is fully taxable on withdrawal. The IUL comes out completely tax-free via policy loans. When you’re drawing \$6,000/month from a taxable account in retirement, the tax bill significantly erodes your purchasing power. The ‘fee’ on an IUL is often less than the lifetime tax cost of a 401(k) when structured correctly. Can I show you a side-by-side?
“What if the market crashes? I lose money?”	This is actually the strongest feature of the product. The policy has a floor — typically 0%. In a year when the S&P 500 drops 30%, your policy earns exactly zero — not negative thirty percent. You never lose cash value due to market performance. You benefit from the upside and are completely protected from the downside. Does that change how you’re thinking about it?
“I already have a 401(k) — why do I need this?”	Because your 401(k) has contribution limits — \$23,000/year if you’re under 50. IUL has no IRS contribution limits. If you’re a high earner, this creates a second tax-advantaged bucket. The wealthy don’t put all their retirement money in one vehicle — they diversify across taxable, tax-deferred, and tax-free. This is the tax-free bucket.
“I need to see an illustration first.”	Absolutely — and I actually prefer doing it that way because it shows you exactly how the numbers work, not just concepts. Let me get a few more details from you and I’ll have a personalized illustration emailed to you within an hour. When can we schedule 20 minutes to review it together?
“What’s the cap rate? Seems low.”	Great question. Current caps vary by carrier — typically 10–14% annually. But consider: over the last 20 years, the average S&P 500 return has been around 10–11%. With a 12% cap, you’d have captured most of that upside in positive years, and zero in down years, while a straight index investor suffered real losses in 2000–2002, 2008, and 2020. The IUL’s smooth, protected growth often outperforms net of those drawdown years.
“I’ll think about it and get back to you.”	Of course. Can I ask what the main thing is that you want to think over? If it’s the numbers, that’s exactly what the illustration is for — it removes the guesswork. And I want to flag: your rate class is based on your age and health today. Every year you wait, the cost of insurance inside the policy increases and the long-term projections decline. Can we get the illustration scheduled?

SECTION 5 — EXPECTED KPIs & PERFORMANCE BENCHMARKS

IUL is a high-skill, high-reward vertical. Fewer policies close per week than FE, but premiums are dramatically higher. Success requires strong financial literacy, illustration fluency, and a multi-touch follow-up system.

Metric	Developing Agent	Solid Agent	Top Producer
Dials Per Day	50–70	70–100	100–130

Contact Rate	15–22%	22–30%	30–40%
Presentation Rate	25–35%	35–50%	50–60%
Illustration Set Rate	40–55%	55–70%	70–80%
Close Rate (of pres.)	12–18%	20–30%	30–45%
Avg Annual Premium	\$3K–\$5K	\$5K–\$10K	\$10K–\$25K+
Apps Issued / Month	1–3	4–8	9–15
Avg Calls to Close	3–5	2–4	1–3

⚠ WARNING: KPIs are directional benchmarks based on BDL lead quality and industry norms. Actual results vary by carrier appointment, state, dialer, script adherence, and lead age. Review your own numbers weekly against these targets.


SECTION 6 — FULL TELESales SCRIPT

i **NOTE:** IUL calls are educational conversations, not pitches. Your job is to become a trusted financial educator. Ask more, tell less — especially on the first call. The close is often on call 2 or 3 after the illustration review.

STAGE 1 — OPENER

Agent says:

“Hi, is this [First Name]? ... Great. [First Name], this is [Agent Name] with [Agency Name]. I’m calling because you recently requested some information about financial protection and wealth building strategies. I want to make sure I get you the right information — do you have about five minutes?”

 IUL opener is softer — frame as financial strategy, not insurance.

STAGE 2 — FINANCIAL SITUATION DISCOVERY

Agent says:

“Before I tell you anything about what I do, I want to understand where you’re at. Are you currently contributing to a 401(k) or IRA? ... And are you maxing that out, or is there still room? ... Great. And besides that, what are you doing for retirement savings?”

 Listen fully. The gap in their retirement strategy is your opening.

STAGE 3 — THE TAX REVELATION

Agent says:

“Let me ask you something that most people haven’t thought about. When you retire and start pulling from your 401(k), do you know how much of that will be taxable? ... That’s right — all of it. Everything you put in, every dollar it grew, taxed at whatever rate applies when you’re withdrawing. If you’re pulling \$7,000 a month in retirement, a big chunk goes straight to the IRS. How would it change your plan if you had a second account that was completely tax-free?”


 The tax revelation is the pivot point of the IUL conversation. Pause and let the math sink in.

STAGE 4 — QUALIFY FOR IUL

Agent says:

“So what I specialize in is a strategy that high-income earners use to create a tax-free retirement bucket alongside their 401(k) — no IRS limits on contributions, market-linked growth with zero risk of

market loss, and completely tax-free access in retirement. To see if you qualify and put together some numbers for you, I just need a few quick details.”

 Qualify: age, income, health, tobacco. These determine illustration parameters.

STAGE 5 — HEALTH SCREENER

Agent says:

“What’s your date of birth? ... Height and weight? ... Any tobacco use in the last twelve months? ... Any significant health events in the last two years? ... And what’s your approximate annual income — just a ballpark is fine?”

 Document everything. Route to preferred, standard, or substandard carrier tier.

STAGE 6 — CONCEPT EXPLANATION

Agent says:

“Here’s how the strategy works. It’s called an Indexed Universal Life policy — and before you think ‘life insurance’ — this is primarily a financial vehicle that happens to have a death benefit attached. The cash value grows linked to the S&P 500 index. In a good year, you earn a capped rate — typically around 10 to 12 percent. In a bad year — like 2008 — your floor is zero. You never lose money due to market performance. And when you pull from it in retirement, it comes out completely tax-free. Does that concept make sense so far?”

 Check for understanding before moving forward. ‘Does that make sense so far?’ is a soft trial close.

STAGE 7 — ILLUSTRATION BRIDGE

Agent says:

“Based on your age and income, I want to put together a personalized illustration that shows you exactly how this performs over 20 and 30 years — side by side with your 401(k) — so you can see the actual numbers, not just concepts. I can have that to you within the hour. What’s the best email address? ... And can we schedule 20 minutes tomorrow to review it together? I’m available at [time] or [time] — which works better?”

 Book the follow-up call before you hang up. This is the most important step on Call 1.

STAGE 8 — CLOSE (Call 2 — Post Illustration)

Agent says:

“[First Name], you’ve seen the numbers now. Based on [contribution level], by age [X] you’d have approximately [\$X] in tax-free cash value that you can access at [monthly amount] per month without

a single dollar going to the IRS. Compare that to your 401(k) where that same withdrawal would cost you [tax estimate] in taxes annually. Given that, does moving forward make sense to you?"

 *Use their own numbers from the illustration. Specificity closes.*
