

# MoneyGuard Marketing Resources

## Co-Brandable E-mail Campaigns

### Long –term Care Myths



**Myth 1:** Clients think LTC events happen to other people

**Myth 2:** Clients think Medicare and Medicaid are the end of the LTC conversation

**Myth 3:** Clients think their wealth protects them from LTC risk

**Myth 4:** Your clients may think family care is best

### Lincoln's Long-term Care Resources



#### [4 Steps of Long Term Care Planning](#)

Identify Solutions, Find Opportunities, Prequalify Candidates, Prepare Clients

#### [Cost of Care Map](#)

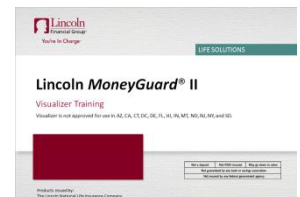
Contains information about the Cost of Care Tool and a link to LTCLincoln.com

### MoneyGuard Visualizer



Share this [informational video](#) about the Visualizer tool.

Compliance approved agent [slideshow](#) is also available for training.



### Lincoln Microsites

<https://www.LTCLincoln.com/> A digital experience providing agents with materials to start the Long Term Care conversation with their clients.

[www.WhatCareCosts.com/lincoln](http://www.WhatCareCosts.com/lincoln) A MoneyGuard® Cost of Care Map Tool: To access the map, a sponsor code is required the first time you visit the site.

**Advisor sponsor code:** LTC / **Client sponsor code:** Lincoln

### Who to Contact

[Regional Sales Directors Map](#)

[Regional Marketing Directors Map](#)

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