

How to use:

Copy and paste one of the following pre-approved copy options into your social post description.

Organic social post #1 (conversational)

Life insurance made easy.

With Ethos, you can get life insurance in as little as 10 minutes. No medical exams needed—just answer a few health questions online. You could get up to \$2 million in coverage today.

Get your quote today at [\[insert agent website link\]](#)

Organic social post #2 (straightforward)

Get life insurance in as little as 10 min. No medical exam needed. Just answer a few health questions online.

Get up to \$2M in minutes at [\[insert agent website link\]](#)

Paid Social Ad post copy

Post Copy: Get life insurance in as little as 10 min. No medical exam needed. Just answer a few health questions online.

Headline: Life insurance made easy

Description: Get a free quote

Button: Learn more [\[insert agent website link\]](#)