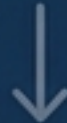


Using AI to Create Insurance Marketing Content

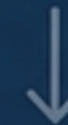
The AI Marketing Wall



Generic Output



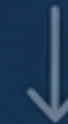
Ignored



Fast First Draft



The Human Edit



Earns Trust

The background of the slide is a light blue color with a faint, detailed architectural drawing of a building's floor plan and structural elements. The drawing includes various lines, rectangles, and circles, representing walls, rooms, and structural components. Some text from the drawing is visible, such as '1500 (200)' and '1200'.

90 min → 15 min

The volume of content goes up 4x
without working extra hours.

The Publishing Fear

Robotic tone
Compliance lines

The model is a
writing partner,
not a
publishing tool.

Three Rules Before Prompting

1 No Plan-Specific Claims

Pull premiums, benefits, and drug details from carrier materials only.

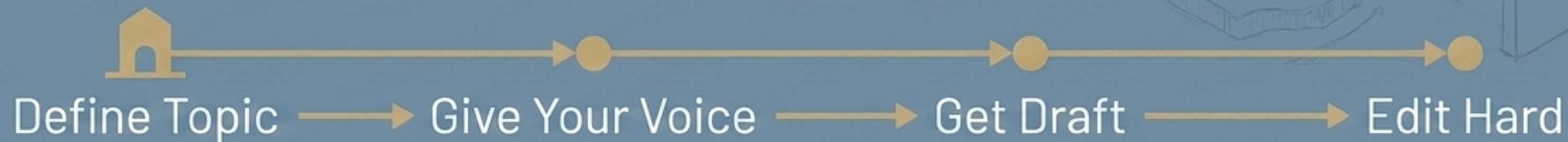
2 Apply TPMO Disclaimers

Required for any AI-generated video, audio, or written ad.

3 No Personal Information

Never input names, DOBs, or plan details into public AI tools.

The AI Content Stack



Short Social Posts / Email Newsletters / Short Video Scripts

Asset 1: Short Social Posts



Topic

Audience

Length

Voice Sample (2-3 past paragraphs)

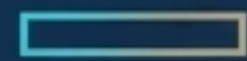
The other 20% you fix in the edit.

80%
Accuracy

The Editing Pass

Read out loud

Cut brochure language



Remove one sentence
(AI over-explains)



Add one specific
practice detail

Asset 2: The Monthly Email

Personal Opener

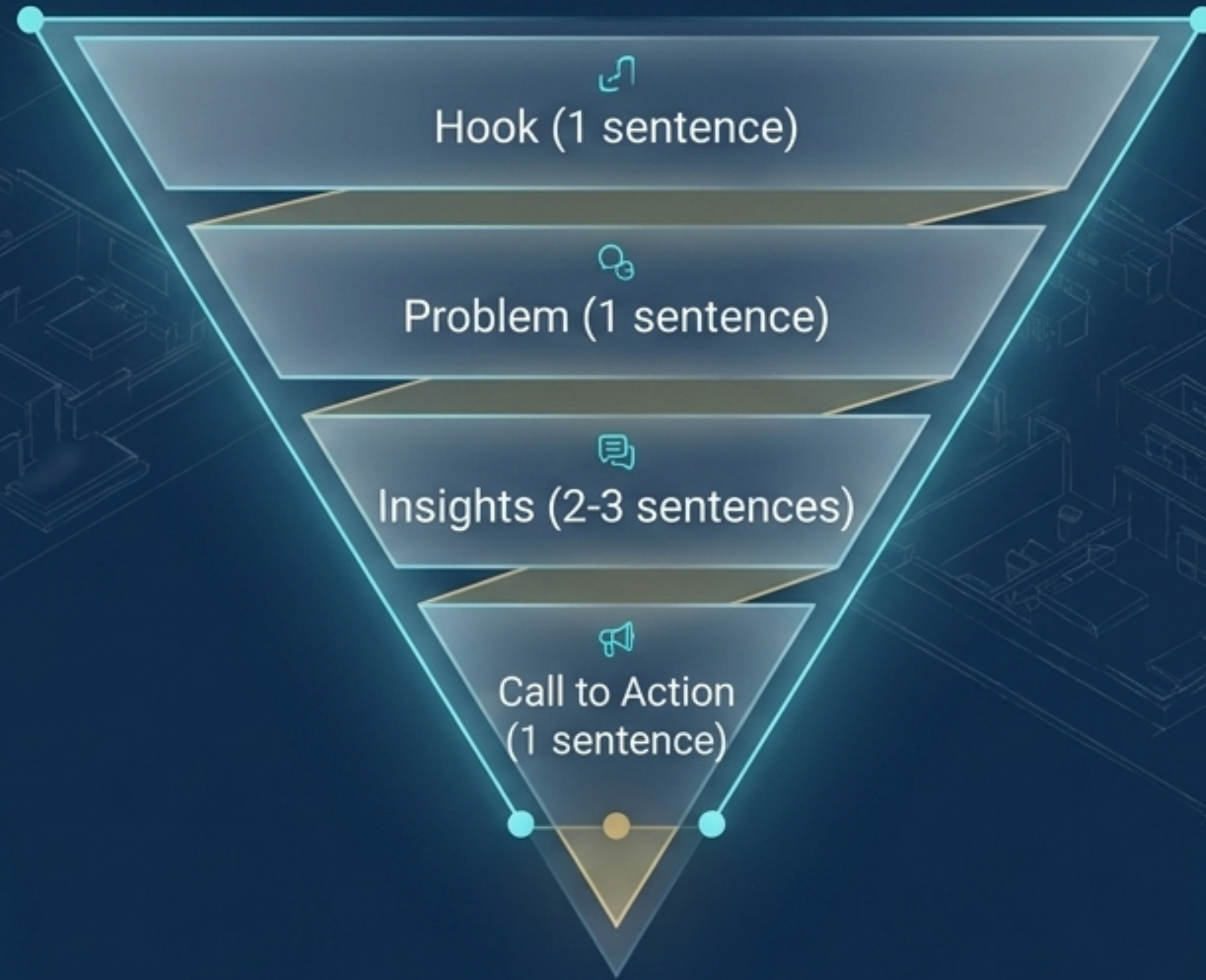
Useful Insight

Soft Mention

Clear Sign-off

If anything in your situation has changed this year, hit reply.

Asset 3: Short Video Scripts



5 to 7 sentences total. Anything longer loses the viewer.

The Secret Weapon: Voice Memos



Talk for 90 seconds → Transcribe audio →
→ Paste as your AI voice sample

The 90-Minute Monday Block

Drafting: 📄

All first drafts

Editing: ✍️

10-15 mins per asset

Execution: 📱

Schedule social, film script on phone

**4-5
Hours
Saved**

Reinvested directly into client appointments.

Three Mistakes to Avoid

Publishing the first draft (The edit makes it yours)

Using one prompt forever (Refine them monthly)

Letting AI invent statistics (Verify rules and dates manually)

Action Step

Paste three real emails. Ask for one post. Edit for ten minutes.

The first one is the hardest. After that, you have a system for the rest of your career.