



National Life Group®

**LIFECHANGER**  
OF THE YEAR®



## Agent Success Checklist



Get to know the promotional materials in our agent toolkit



Reach out to the school or district where you'd like to generate nominations

- Use the **Step 1 – Introducing LCOY Template** (Email and Phone Script)



Inform the school or district that they have a nomination and encourage them to spread the word

- Use the **Step 2 – Introducing Schools to Their LifeChangers Template** (Email and Phone Script)



Present the nominee with a certificate

- Use the **Step 3 – Certificate Delivery Template** (Email and Phone Script)



Share additional ways the district can support their nominee

- Use the **Step 4 – Spirit Award Template** (Email and Phone Script)
- Use the **Step 5 – The Home Stretch Template** (Email and Phone Script)

National Life Group® is a trade name of National Life Insurance Company, Montpelier, VT, Life Insurance Company of the Southwest, Addison, TX and their affiliates. Each company of National Life Group is solely responsible for its own financial condition and contractual obligations. Life Insurance Company of the Southwest is not an authorized insurer in New York and does not conduct insurance business in New York.

One National Life Drive, Montpelier, VT 05604 | 800-906-3310 | [www.NationalLife.com](http://www.NationalLife.com)