



Consumer Radio Scripts for Agents

Build trust and reach more people in your area

Radio can be an underutilized channel for marketing and lead generation. Whether you use these script templates for a broadcast radio station or your own platform (YouTube, podcast or similar), they'll help you streamline your message so consumers hear you — and call.

Using Your Radio Scripts

Here's a few tips for a successful recording:

- ✓ Practice it enough so that your recording flows easily and you can deliver your message with clarity and friendliness.
- ✓ Tailor it to your vibe. Let your personality show up — while still being professional.
- ✓ Have colleagues or trusted friends (who may be part of the target audience) listen and offer feedback.

Remember to be clear that you are a licensed insurance agent, and say the required disclaimers at the same normal speaking pace.

With these scripts and your unique voice, you'll be ready to connect with prospects and help more people in your community.

Ancillary Product Radio Scripts

Script B: 45–60 seconds

Even if you have health insurance, are you REALLY covered? What could happen if you need long-term care or develop a critical illness? I can help!

I'm [NAME]. I serve the [MARKET] community and beyond, and I'd love to be your trusted insurance agent.

I can help you feel more confident that you have the kind of coverage that fits your needs. That could mean planning for long-term care costs, financial protection for a critical illness, or other situations.

Let's work together to find any additional coverage that might benefit you most.

Give me a call today at [PLANENROLL AGENT PHONE NUMBER]. You'll reach me — a licensed insurance agent. I'm here for your health and financial peace of mind.
This is a solicitation for insurance.