



## 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.

### Medicare Radio Scripts

#### Script A: 30 seconds

Ready for some confidence with your Medicare decision?

I'm [NAME]. I serve the [MARKET] community and beyond, and I'd love to be your trusted insurance agent. I can help make Medicare easier to understand. Together, we'll find a plan that fits your needs best.

Ready to feel more confident in your Medicare decision? Give me a call at [PLANENROLL AGENT PHONE NUMBER]. I'm really looking forward to your call.

By calling, you will reach a licensed insurance agent. I'm not endorsed by or affiliated with Medicare or any government program. This is a solicitation for insurance.