



## 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 B: 45–60 seconds

It's time to feel more confident with your Medicare choices.

I'm [NAME]. I serve the [MARKET] community and I'd be thrilled to be your insurance agent. My job is to help you understand your Medicare options. Together, we can find a plan that fits your needs and get you enrolled.

Ready to feel more confident in your Medicare decision? Give me a call at [PLANENROLL AGENT PHONE NUMBER].

When you call, you'll reach me — a licensed insurance agent. We'll go over your needs so we can get started finding a Medicare plan that's right for you.

I'm looking forward to your call! I'm not endorsed by or affiliated with Medicare or any government program. This is a solicitation for insurance.