

Saving for Retirement

Sheroes Campaign Suggested Social Copy & Creative

Creative:

- Tribute to Sheroes: Mom
- Tribute to Sheroes: Wife
- Tribute to Sheroes: Friend

Copy:

Please ensure that all ads will drive to this site: AceYourRetirement.org.

Facebook, Instagram and LinkedIn:

Creative Suggested	Copy Suggested	Headline Suggested
Friend	It's time for you to reach for more and start saving. Feel prepared with free tips to help boost your retirement savings.	Free Online Chat
Friend	You should feel more confident than ever in retirement. Learn ways to help boost your retirement savings today	Live Your Life to the Fullest
Friend	Get free tips to help boost your retirement savings now, so you can feel prepared and live your life to the fullest.	Confident in Retirement
Friend	For all you do for others, it's time to start paying yourself for retirement. Get free tips to help boost your retirement savings today.	Free Retirement Tips
Friend	You should feel more confident than ever in retirement. Learn ways to help boost your retirement savings today	Live Your Life to the Fullest
Wife	Start saving more for retirement now and live your life to the fullest later. Get started with free and personalized tips.	Prepared for Retirement
Wife	A shero's day is never done. With free tips to boost your retirement savings now, you can live your life to the fullest later	Planning for Retirement
Wife	You do so much for others. Now it's time to put yourself first. A free, three-minute online chat gives you the tips you need to feel happy and prepared for	The Retirement You Deserve

	retirement. Click to start chatting!	
Wife	It's your time, shero. Time to save for your future like you've invested in others'. In only 3 minutes, set yourself up with a personalized retirement savings action plan. Click to start chatting!	It's Your Time
Wife	You do so much for others. Now it's time to put yourself first. A free, three-minute online chat gives you the tips you need to feel happy and prepared for retirement. Click to start chatting!	The Retirement You Deserve
Wife	It's your time, shero. Time to save for your future like you've invested in others'. In only 3 minutes, set yourself up with a personalized retirement savings action plan. Click to start chatting!	It's Your Time
Mom	When it's time to retire, we want you to enjoy it. Feel confident with free tips to help boost your retirement savings.	Take Charge in Retirement
Mom	You do so much for others. Now, it's time to do something for you. Get free tips to help boost your retirement savings.	Free Retirement Tips
Mom	You love, you give, you sacrifice so much. Now it's your turn. Here's a free and simple way to help you boost your retirement savings today. Click to start chatting!	Boost Your Retirement Savings
Mom	Here's a tool to help you create the retirement you deserve, on your terms. Get free tips to help boost your retirement savings today	A Free Online Chat
Mom	You love, you give, you sacrifice so much. Now it's your turn. Here's a free and simple way to help you boost your retirement savings today. Click to start chatting!	Boost Your Retirement Savings
Mom	Here's a tool to help you create the retirement you deserve, on	A Free Online Chat

	your terms. Get free tips to help boost your retirement savings today	
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