

**OWN IT**

## Understanding and empowering women on their financial journeys

Every woman's financial journey is different. Yet too often, our industry treats them all the same – using the same sales practices and tools.

The *Own It* campaign helps you change that. It's designed to reflect the real experiences, needs and goals women have—and to help you meet them with advice that feels personal and relevant.

When female clients feel seen and understood, they're more likely to trust you, take action and stay engaged. That means stronger relationships—and more opportunities to grow your business. *Own It* gives you the tools to start those conversations and build lasting connections that lead to real results.



This overview gives you everything you need to feel confident when working with female clients. It walks you through the sales process and highlights the marketing materials designed to help you connect in a more meaningful way. Because when you understand what matters most to your clients, you're not just offering a service—you're building trust. And that trust can lead to stronger relationships, better outcomes and more business.

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**Win in this market.  
Win in all markets.**

To take action in the women's market, contact our sales team or visit [securian.com/own-it](https://securian.com/own-it).

## Available resources

### Campaign overview:

- Financial professional guide
- Consumer brochure
- Women's info graphic
- Special considerations for women
- It's your financial journey, own it (consumer presentation)
- *Own It* overview (financial professional presentation)

### Retirement considerations:

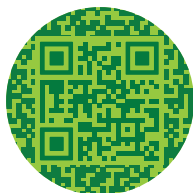
- Time to take care of you
- Care needs for women

### Widowhood:

- Financial security for widows consumer brochure
- Financial security for widows financial professional guide

### Underwriting:

- Breast cancer flyer
- Underwriting during and after pregnancy flyer



## Scan the QR code

to see personal examples, explore the needs of female clients and find potential solutions.

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