



# Master Playbook

Collateral at your fingertips

**American  
General**  
Life Companies

- Click on the links for easy access to American General's Marketing playbooks
- Playbooks contain a large collection of client-approved and producer-use sales concepts, product guides and competitive information
- Internet access is required to open links
- No login or password is required
- Save [www.americangeneral.com/masterplaybook](http://www.americangeneral.com/masterplaybook) to your favorites to ensure the latest version of the playbook

## Universal Life

- [AG Secure Survivor GUL® II](#)
- [AG Secure Lifetime GUL® II](#)
- **NEW!** [Accelerated Benefit Riders](#)
- [Elite Global Plus® II](#)
- [AG Choice Index GUL®](#)

## Single Premium Universal Life

- [Inheritance Life Plus<sup>SM</sup> for bank channel \(AGLC version\)](#)
- [Inheritance Life Plus<sup>SM</sup> for bank channel \(WNL version\)](#)
- [Inheritance Creator<sup>SM</sup> for retail channel](#)

## Accident & Health

- [Critical Care Plus®](#)
- [AG Accident Choice Plus](#)
- [Accident Expense Plus®](#)

## Annuities

- [Annuity Portfolio](#)
- [AG Lifetime Income Builder® Rider](#)
- [Future Income Achiever<sup>SM</sup> Annuity](#)
- [AG Platinum Income Annuity®](#)

## Term

- [AG Select-a-Term®](#)
- [AG ROP Select-a-Term®](#)

## United States Life Insurance Company (USL)

- [USL Product Portfolio](#)
- **Operations/Underwriting**
- [AG Quick Ticket®](#)
- [Underwriting](#)
- [Technology Solutions](#)

## Success Stories

- [Whole life replacement with Optionality®](#)
- [Combination sale adds stability with Optionality®](#)
- [Collaborating for Success](#)
- [Better Class, Better Choice](#)
- [Beat the Competition](#)
- [ePolicy Delivery Quickly Closes Sale](#)
- [AG Quick Ticket®: Flexibility, Simplicity, Speed, Success](#)

## Policyowner Marketing

- [Policyowner Marketing Programs](#)
- [Term Conversion Program Kit](#)

## Other

- **NEW!** [Advanced Markets Portal](#)
- **NEW!** [IRA Wealth Transfer](#)
- **NEW!** [IRA Strategies for Wealth Transfer \(PPT\)](#)
- **NEW!** [IRA Tax Fundamentals and Strategies \(PPT\)](#)
- **NEW!** [Life Insurance Retirement Planning](#)
- **NEW!** [Life Insurance Retirement Planning \(PPT\)](#)
- [Insurance Planning in the New Economy](#)
- [American General Highlights](#)
- [Innovation Flyer](#)
- [AIG Keeping Our Promise Video](#)
- [Top Reasons to do Business with American General](#)
- [Beneficiary Review](#)
- [The AIG Retirement Re-Set Study<sup>SM</sup>](#)
- [Sales Concepts Playbook](#)

## Resources

- [Training Resources](#)
- [Producer Website \(eStation\)](#)

American General Life Companies, www.americangeneral.com, is the marketing name for a group of affiliated domestic life insurers, including American General Life Insurance Company and The United States Life Insurance Company in the City of New York. **Important:** Prior to soliciting business, be certain that you are appropriately licensed and appointed with the insurer and that the product has been approved for sale by the insurer in that state. If uncertain, contact your American General Life Companies representative for assistance. © 2013. All rights reserved.

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