

JENNI WILTZ

PORTFOLIO



<https://jenniwiltz.com/portfolio>

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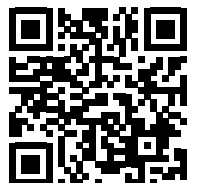


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BLOG POSTS

VISIT [JENNIWILTZ.COM/PORTFOLIO](https://jenniwiltz.com/portfolio) FOR LINKS TO ALL POSTS.

INTERVIEWS & PROFILES

- **Joshua Herrington-Vickers**
U.S. Brokerage Manager,
The Pacific Bridge Companies
<https://www.thepacificbridgecompanies.com/resources/careers/joshua-herrington-vickers/>
- **Hozumi Hanada**
Senior VP - Japanese Division
The Pacific Bridge Companies
<https://www.thepacificbridgecompanies.com/resources/careers/hozumi-hanada/>
- **Mark Acre, LUTCf**
CEO, OneSource Insurance
<https://www.pinneyinsurance.com/mark-acre-giving-back-personally-and-professionally/>



POPULAR HISTORY

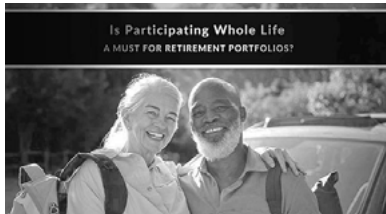
- **A Brief History of the Russian Kokoshnik Tiara**
Costumes, colonialism, and carats: there were political undertones at play when Russian royals co-opted this peasant style.
<https://medium.com/@jenniwiltz/a-brief-history-of-the-russian-kokoshnik-tiara-3a5189cdd945>
- **The Princess Who Married a Monuments Man**
Boy meets girl, boy realizes girl is a princess, boy falls in love with girl, everyone else freaks out.
<https://medium.com/the-collector/the-princess-who-married-a-monuments-man-92cc9c2b3a99>

EXECUTIVE GHOSTWRITING

- **The Fire of Success: Creating a Burning Desire to Win**
Ghostwritten for Ryan Pinney, President, Pinney Insurance
<https://www.linkedin.com/pulse/fire-success-creating-burning-desire-win-ryan-pinney-lacp>
- **Five Fearless Women in Finance**
Ghostwritten for Ryan Pinney, President, Pinney Insurance
<https://www.linkedin.com/pulse/five-fearless-women-finance-ryan-pinney-lacp>
- **Are You a Wartime Leader, a Peacetime Leader, or Something Even Better?**
Ghostwritten for Ryan Pinney, President, Pinney Insurance
<https://www.linkedin.com/pulse/you-wartime-leader-peacetime-something-even-better-ryan-pinney-lacp>

REPORTING SURVEY FINDINGS

- **Is Participating Whole Life a Must for Retirement Portfolios?** Discusses results of an Ernst & Young study comparing 5 investment strategies; explains how agents can use findings to sell more life insurance. <https://pinneyinsurance.com/is-participating-whole-life-a-must-for-retirement-portfolios/>



UNEXPECTED CREATIVITY

- **True Crime & Life Insurance: How to Talk to Clients about This Trend.** Explains how to connect with and educate consumers who only know about life insurance from true crime stories. <https://pinneyinsurance.com/true-crime-and-life-insurance/>
- **The Princess on the Witness Stand: Irina Yusupova vs. MGM.** How the “any similarity to actual persons” movie disclaimer can be traced to Rasputin and the fall of the Russian empire. <https://girlinhetiar.com/irina-yusupova-vs-mgm/>
- **8 Ways Writing Is Like The Princess Bride.** Writing and editing a book is like living with the characters of *The Princess Bride*. Here’s how Fezzik, Inigo, Vizzini, Buttercup, and the rest of the gang fit into your writing life. <https://jenniwiltz.com/why-writing-is-like-the-princess-bride/>
- **Is Epigenetics the Future of Life Insurance?** Explains how using individual DNA profiles could change life insurance pricing and underwriting forever. <https://www.pinneyinsurance.com/is-epigenetics-the-future-of-life-insurance-underwriting/>

TECHNICAL DOCUMENTATION

- **Webhooks & Payloads.** Explains how to automate sending data from Insureio to third-party services like Zapier. <https://academy.insureio.com/webhooks-and-payloads/>
- **Google & Yahoo Authentication Requirements.** Explains what life insurance agents must do to comply with updated requirements for email marketers (installing DKIM and SPF records). <https://pinneyinsurance.com/google-and-yahoo-email-authentication-requirements/>

MARKETING HOW-TO

- **How to Create Attention-Grabbing Stories.** Explains how to take four elements - an angle, stat, story, and hook - to create compelling marketing material. <https://pinneyinsurance.com/how-to-create-attention-grabbing-stories/>



- **How Life Insurance Agents Can Use FinTok for Research & Inspiration.** Explains how agents who don’t want to post on TikTok can still use it for marketing research. <https://pinneyinsurance.com/how-life-insurance-agents-can-use-fintok-for-research/>
- **How to Improve AI-Generated Client Emails.** Walks through the process of revising an AI email to be more effective and personalized, with before-and-after examples. <https://pinneyinsurance.com/how-to-improve-ai-generated-client-emails/>
- **How to Respond to Bad Reviews + Case Study.** Examples of helpful responses, with a case study of how one positive response changed a consumer’s mind. <https://pinneyinsurance.com/how-to-respond-to-bad-reviews/>

DOCUMENTARY VIDEOS: SCRIPT & PRODUCTION



The Girl in the Tiara

@TheGirlintheTiara · 31K subscribers · 41 videos

Every tiara tells a story. The story of a woman, a marriage, a family, and sometimes, of an ...more

girlinthetiara.com and 1 more link

Subscribe

Join

PROCESS

- Research: books, digital newspaper archives, digital gvmt. archives, JSTOR/ journal articles; scan & translate foreign-language books
- Write script
- Gather images
- Create thumbnail & video background
- Restore, size, and stylize images to match theme
- Create slides
- Select video clips
- Lay out video
- Add transitions, color grading
- Narrate script
- Add captions
- Add music
- Export & upload
- Add post & sources to website
- Create social media posts, stories, shorts
- Notify email list

SOFTWARE

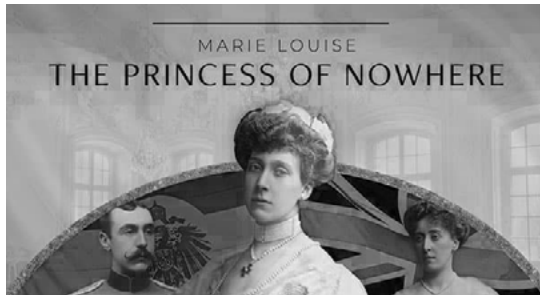
- CZUR Aura
- Adobe Acrobat Pro
- DeepL
- Zotero
- Adobe Photoshop
- Adobe Audition
- ElevenLabs
- Adobe Premiere Pro

MARIE LOUISE, THE PRINCESS OF NOWHERE

Length: 35:28

Views: 340,600

<https://youtu.be/XhukCcFVOZE>



PRINCESS XENIA GEORGIEVNA OF RUSSIA

Length: 15:10

Views: 345,982

<https://youtu.be/fqkaQ1mLz6w>



THE KAISER'S FORGOTTEN DAUGHTER-IN-LAW: ALEXANDRA VICTORIA

Length: 50:10

Views: 6,780

<https://youtu.be/dxY36gF-Q-A>



PRINCESS KA'IULANI OF HAWAII, PART 1

Length: 41:50

Views: 83,584

<https://youtu.be/rQrXDP94mnM>

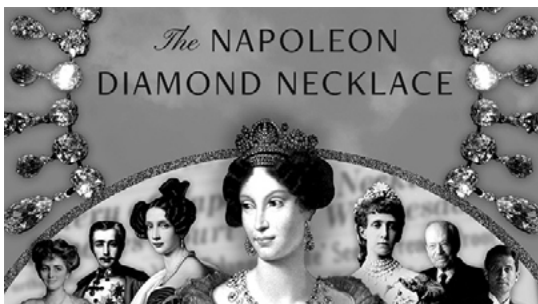


THE NAPOLEON DIAMOND NECKLACE

Length: 1:14:44

Views: 7,687

<https://youtu.be/in9tIRNaqKA>



ALEXANDRA OF MECKLENBURG-SCHWERIN'S TIARA, PART 1

Length: 38:02

Views: 94,683

https://youtu.be/TTXgRMZ_xVg



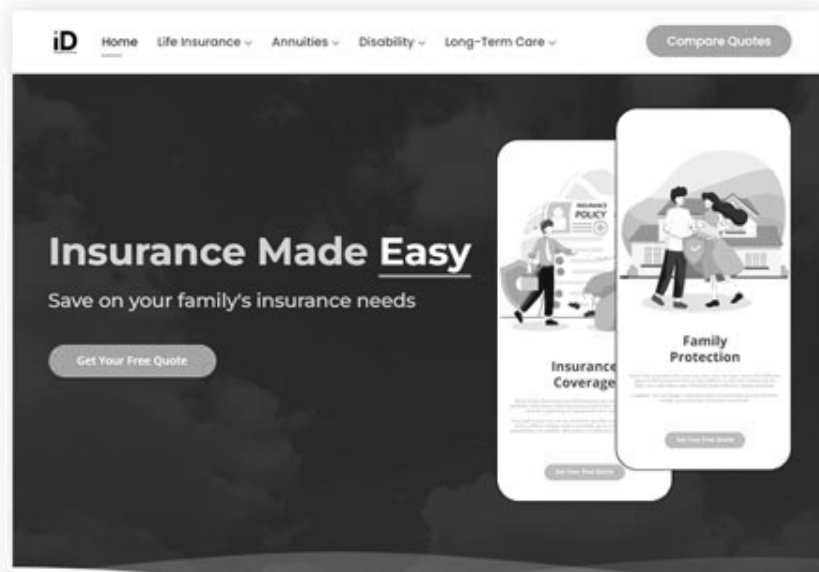
INSURANCE CONTENT ECOSYSTEM

INSUREIO +
INSURANCEDIVISION.COM

Start with a yearly content calendar where each month is devoted to a different insurance-related topic. Add a white-labeled life insurance website with hundreds of pages of information across all topics. Now add 200+ transactional and drip emails, written and put into purchase- or subject-driven campaigns in a custom-built CRM, driving traffic to each agent's custom-branded web pages. This is Insureio + InsuranceDivision.com - and I wrote and planned all of it.

PAGES WRITTEN: 500+
CORRESPONDING EMAILS WRITTEN: 200+
CAMPAIGNS CREATED: 35+

(1)



(2)

ID	NAME	ACCESS	DESCRIPTION	FREQUENCY	PURPOSE	PLANNING/NEED	PRODUCT CATEGORY
2000	Finance Topic: 021-3 Ways to Plan for Financial Independence	✓	Showing how annuities protect & grow your retirement income	Email	Consumer Marketing	Retirement Planning	Annuities
2000	Finance Topic: 021-4 Ways to Plan for Financial Independence	✓	Use permanent life insurance to supplement retirement funds, pay for long-term care, and more	Email	Consumer Marketing	Retirement Planning	Life Insurance
2000	Finance Topic: 021-5 Annuities Help Make Sure Your Client's Income Doesn't Run Out During Retirement	✓	Annuities help make sure your client's income doesn't run out during retirement	Email	Consumer Marketing	Retirement Planning	Annuities
2000	Finance Topic: 021-6 How Permanent Life Insurance Helps Your Client Prepare for Retirement	✓	Permanent life insurance helps your client prepare for retirement	Email	Consumer Marketing	Retirement Planning	Life Insurance
2000	Finance Topic: 021-7 Shared Dollar Life Insurance: How It Works	✓	Shared dollar life insurance lets families pay the cost of life insurance together	Email	Consumer Marketing	Family Planning	-
2000	Finance Topic: 021-8 State-Orphan Waivers: Why Ignoring a Lot of the Benefits is Problematic	✓	State Orphan waivers against whole life insurance, but don't ignore a lot of the benefits it provides	Email	Consumer Marketing	Retirement Planning	Life Insurance
2000	Finance Topic: 021-9 457K Values Have Fallen and Pension Plans are Vanishing	✓	457K values have fallen and pension plans are vanishing	Email	Consumer Marketing	Retirement	-

(3)



(1) Website: Consumer gets a quote from InsuranceDivision.com. (2) CRM: Consumer data is auto-imported to custom CRM. (3) Email: Consumer is auto-enrolled in transactional text sequence + email nurture sequence based on their landing page.

SEO

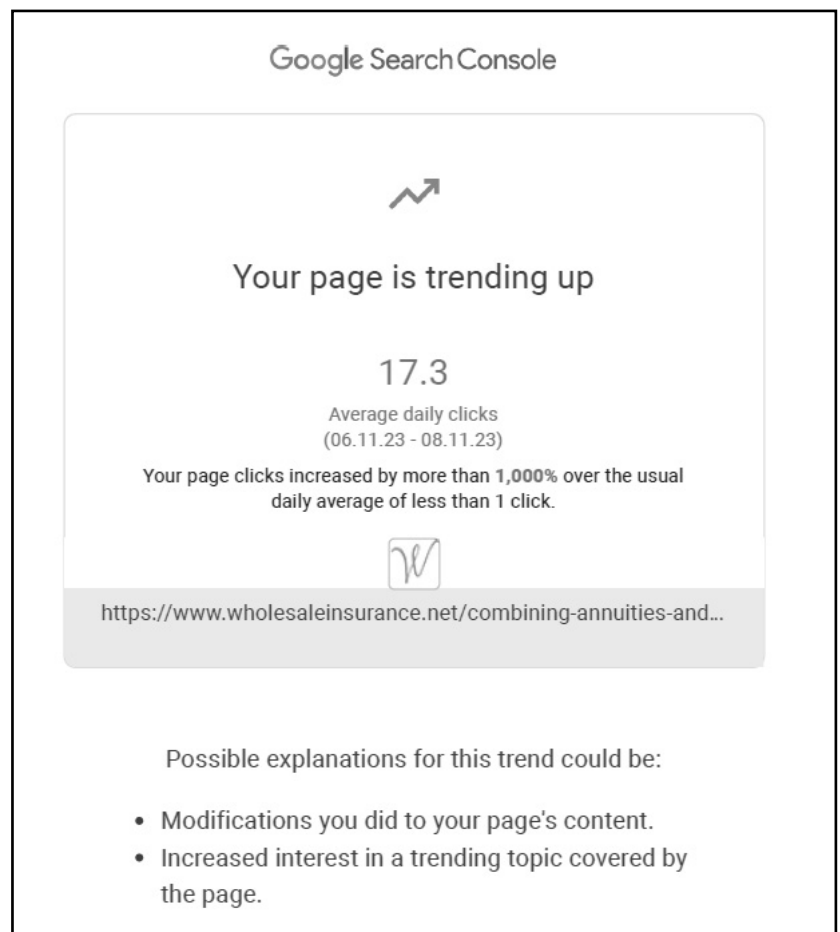
WORKING IN THE INSURANCE INDUSTRY TAUGHT ME A THING OR TWO ABOUT SEO IN A SATURATED VERTICAL.

- **On-page SEO:** keyword selection and natural-language use in text, subheadings, alt text, image captions, and file names (images, audio/video embeds, PDF downloads)
- **Technical SEO:** improving page loading time, compressing images, adding site security headers
- **GEO:** adding easily parsable summaries & brand comparisons to top of page

USE CASES

- **Revising old content to improve SEO.** In 2023, I revised existing content on a life insurance website ignored since a manual penalty in 2012. I improved click-through by 10%-1,000%, depending on the page.
- **Creating new content designed to perform well in SERPs.** I earned SERP 1 and SERP 2 results in Bing for content written for a client site, LifeQuote.com; search for “Is cash value of life insurance a liquid asset?”

Long-tail keywords with SERP 1 in Google: “Yusupov black pearl necklace,” “Eleonora Schwarzenberg,” “Marie Louise Princess of Nowhere.”



November 2023

LANDING PAGES

SPOTLIGHT



[HTTPS://PINNEYINSURANCE.COM/EZLIFE/](https://pinneyinsurance.com/EZLIFE/)

1. EZLIFE SALES

Use case: Re-launching a popular life insurance case submission tool for independent agents; this free tool had been discontinued a few years back when the company's purpose-built CRM went live. This was part of a 90-day 12-part campaign to re-engage former users. Each segment of the campaign consisted of an email and custom landing page. At the bottom of each landing page, there's an interest form that goes straight to the brokerage management team for follow-up.

Written for: Pinney Insurance

Campaign email open rate: **43.6%** (insurance industry average: 25.36%)

Campaign click through rate: **18%**

Sign-up rate: **34%**

Result: **500+** agents re-enrolled

OTHER EXAMPLES

2. INSUREIO CRM

[HTTPS://INSUREIO.COM/NAILBA-2021/](https://insureio.com/NAILBA-2021/)

Landing page for a YouTube ad campaign targeting attendees to the NAILBA 2021 conference (high interest in a life insurance-specific CRM).

3. FINAL EXPENSE

[HTTPS://PINNEYINSURANCE.COM/FINAL-EXPENSE/](https://pinneyinsurance.com/FINAL-EXPENSE/)

Landing page for a final expense campaign designed to get more agents to sell this type of policy; campaign included 5-email sequence + free final expense "cheat sheet" download.

4. INDEXED UNIVERSAL LIFE INSURANCE

[HTTPS://WHOLESALEINSURANCE.NET/INDEXED-UNIVERSAL-LIFE-INSURANCE](https://wholesaleinsurance.net/indexed-universal-life-insurance)

Landing page focused on one particular policy type. Additional landing pages created for other policy types & consumer categories: term, whole, VUL, cash value, final expense, women.

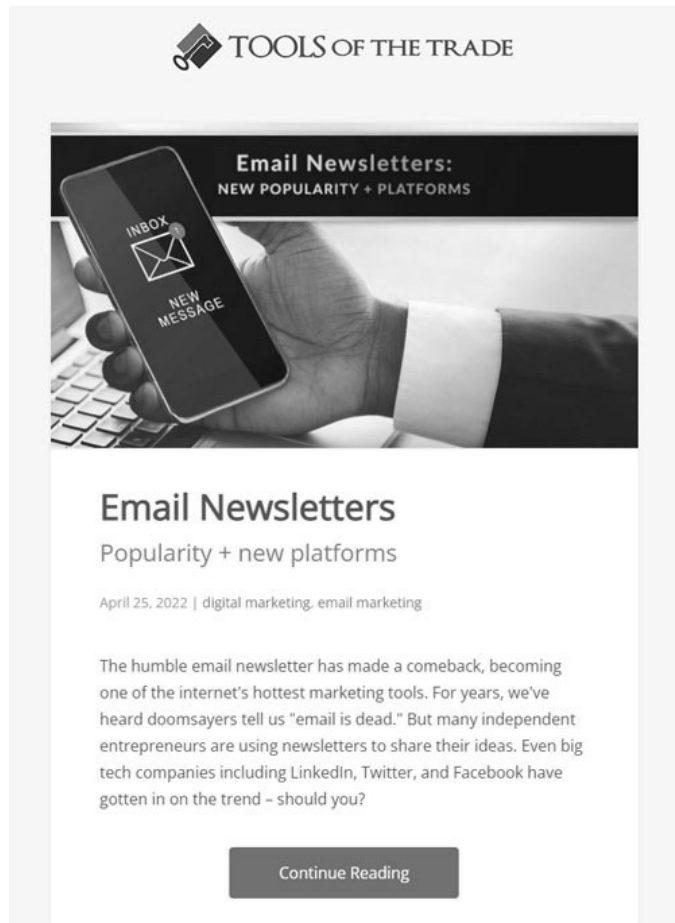
5. PINNEY INSURANCE

[HTTPS://PINNEYINSURANCE.COM/WHY-WORK-WITH-PINNEY/](https://pinneyinsurance.com/WHY-WORK-WITH-PINNEY/)

Landing page for a 12-email campaign to educate prospects on Pinney as a brokerage: capabilities, teams, unique offerings, etc.

EMAIL NEWSLETTERS

B2B



TOOLS OF THE TRADE

Weekly B2B newsletter aimed at independent life insurance agents. This went to 20,000+ subscribers, some of whom were already contracted with Pinney (but not all). Topics covered include marketing, industry news, sales tips, best practices, and thought leadership.

Written for: Pinney Insurance

Years managed: 2014-2024

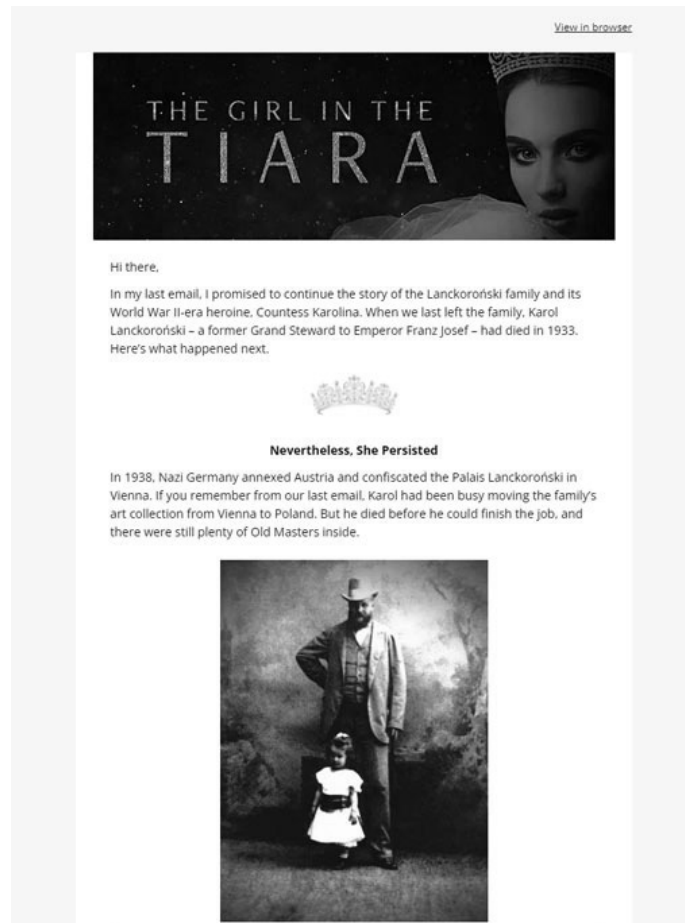
Issues written: approx. 600

Average open rate before I took over: 4%

Average open rate while I managed it: 13.92%

[See this issue online](#)

B2C



THE GIRL IN THE TIARA

This is the newsletter for my Girl in the Tiara brand – it's cheeky nonfiction aimed at a general audience. Every two weeks, I send 400 subscribers a new story about a fascinating royal woman.

Written for: The Girl in the Tiara

Years managed: 2018-2025

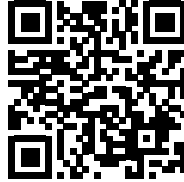
Issues written: 191

Average open rate: 66% – 92% (open rate increases based on subscriber's time on the list; subscribers are moved from an introductory segment to Long-Term Subscribers 1, 2, 3, etc. Long-Term Subscribers 5 currently has a 92% open rate.)

[See recent issue online](#)

JENNI WILTZ

<https://jenniwiltz.com/portfolio>



"I love the content you have. The monthly sales kits [in your newsletter] are awesome. I have never seen something so well done and I have been doing this for 44 years." – LIFE INSURANCE AGENT LESLIE KNUDSEN

"Conversations I have with agents are based off content they have produced. Sales cannot exist without their artistry....[Jenni and Matt] are champions of content. Every piece of content that they produce is sharp, clear, and provides value."
– PINNEY/PACIFIC BRIDGE CO-WORKER JOSHUA HERRINGTON-VICKERS

"Thank you for taking the time from your life to create content like this. In a sea of mediocrity, you really do shine."
– YOUTUBE COMMENTER MEH MONKEY

"I read your entire blog in one sitting. Also I became a Patreon just so I could read more because I was that obsessed. I personally find your blend of marketer extraordinaire and writer of nonfiction royal-tea so interesting that I find it hard to believe others wouldn't too." – PATREON SUBSCRIBER & PINNEY CO-WORKER KAYLA RICHARDS

"Bravo! You are a master story teller! I have learned so much about history from you. Thank you!"
– PATREON SUBSCRIBER RENEE PRAGER

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