



ATHENE
ACCELERATE
DRIVE YOUR BUSINESS FORWARD



The importance of building your online practice

This month's special issue of our newsletter focuses on how you can build your online presence. In a digital world, you need a digital presence. Find your voice, establish your expertise and grow your financial practice with smart social media strategies.

[Explore tips](#)

Ideas to help you grow your business

For You



5 ways to create an attention-grabbing website

Discover 5 best practices for optimizing your website and creating a user-friendly experience that helps promote your practice.

[Find out](#)



5 essential tactics to build your social media brand

How strong is your social media presence? Here are 5 tips to help attract prospects, grow your client base and drive business.

[Discover tactics](#)

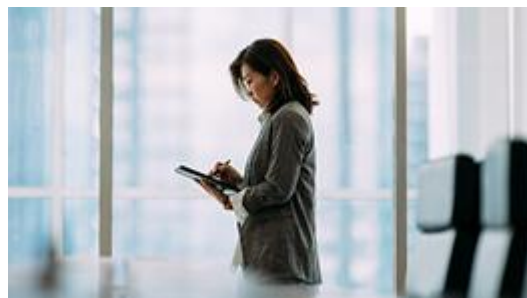
For Your Clients



Help clients strike the right balance with a RILA

Adding a registered index-linked annuity (RILA) to a client's income plan can help balance the need to manage risk with the opportunity to grow savings for the future.

[Learn more](#)



Creating an income plan for retirement

Are your clients doing all they can now to help make sure the income they'll need in retirement will be there? Help them understand their options with tips from this article.

[Get tips](#)

Stay on your clients' radar

Need an easy way to stay connected with clients? Share our Smart Strategies library. It's an easy way to provide helpful tips and stay top of mind.

[Start here](#)

© 2025 Athene, 7700 Mills Civic Parkway, West Des Moines, IA, 50266

For financial professional use only. Not to be used with the offer or sale of annuities.

Athene Annuity and Life Company (61689), headquartered in West Des Moines, Iowa, and issuing annuities in 49 states (excluding NY) and in D.C., and Athene Annuity & Life Assurance Company of New York (68039), headquartered in Pearl River, NY, and issuing annuities in New York, are not undertaking to provide investment advice for any individual or in any individual situation, and therefore nothing in this should be read as investment advice. This material should not be interpreted as a recommendation by Athene Annuity and Life Company, Athene Annuity & Life Assurance Company of New York or Athene Securities, LLC.

INVESTMENT AND INSURANCE PRODUCTS ARE: • NOT FDIC INSURED • NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY • NOT A DEPOSIT OR OTHER OBLIGATION OF, OR GUARANTEED BY, THE BANK OR ANY OF ITS AFFILIATES • SUBJECT TO INVESTMENT RISKS, INCLUDING POSSIBLE LOSS OF THE PRINCIPAL AMOUNT INVESTED