Get DI: Because Life Happens! DIAM Planning Guide

May is Disability Insurance Awareness Month (DIAM)*. This campaign helps you start income protection conversations with your clients—with an opportunity to **earn \$100** for every qualifying disability income insurance (DI) application.

Plan your DIAM success:

- » Boost your earnings by cross-selling DI to your life insurance clients. Our Life + DI Cross-Sell Kit (A9729) includes a pre-approach letter, text for an email** and tips for creating DI quotes.
- » Bring up DI during policy reviews with clients. Start by asking, "How long could you make it without a paycheck?"
- » Use the Financial Planning Pyramid (C9622) to show your clients what a DI benefit can mean to their overall financial picture.
- Review the Income Protection for Teachers flyer (C9711) with your teacher clients.
 Did you know that National Teacher
 Appreciation week is May 6-10, 2024?
- » Share our DIAM posts that run throughout May on all our social media channels.



*DIAM is an industrywide event coordinated by Life Happens. Illinois Mutual is a member of Life Happens.

**If sending items via email, you are responsible for ensuring compliance with CAN-SPAM laws.

A9669 (3/24) Agent Use Only

Download these sales tools from the Resource Library on our Agent Portal at *Agent.IllinoisMutual.com*.

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A9729

Life + DI

Cross-Sell Kit





C9622 Financial Planning Pyramid

C9711 Income Protection for Teachers

Contact our DI sales team for more DIAM ideas and to determine your eligibility for the DIAM bonus!

> (800) 437-7355, Option 2 Sales@IllinoisMutual.com



