

# Get DI: Because Life Happens!

## DIAM Planning Guide



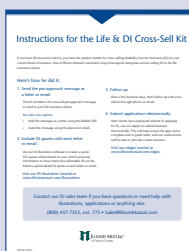
May is Disability Insurance Awareness Month (DIAM)\*. This campaign helps you start income protection conversations with your clients—with an opportunity to **earn \$100** for every qualifying disability income insurance (DI) application.

### 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.



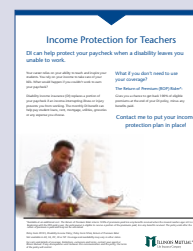
Download these sales tools from the Resource Library on our Agent Portal at ***Agent.IllinoisMutual.com***.



**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***

*\*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

