

Get DI: Because Life Happens!

DIAM Planning Guide



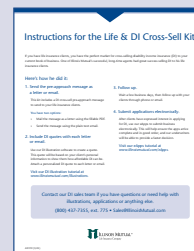
May is Disability Insurance Awareness Month (DIAM)*. This campaign helps you start income protection conversations with your clients—with an opportunity to **earn \$100** for every qualifying disability income insurance (DI) application.

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.



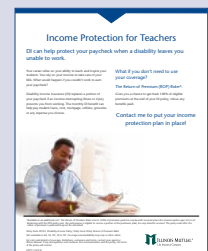
Download these sales tools from the Resource Library on our Agent Portal at Agent.IllinoisMutual.com.



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.

