

Start The Conversation

DIAM Planning Guide

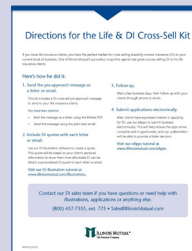


May is Disability Insurance Awareness Month (DIAM¹). This campaign helps you start income protection conversations – with an opportunity to **earn \$100** for every qualifying disability income insurance (DI) application.

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 email² and tips for creating DI quotes.
- » Talk to your clients about what could happen if they don't have paycheck protection. Start the conversation during policy reviews by asking, "Have you ever given any thought to disability insurance?"
- » Use the Financial Planning Pyramid (C9622) to show your clients how the DI benefit can help protect their paychecks.
- » Review the Income Protection for Nurses flyer (C9614) with your nurse clients. Nurses are a great fit for Illinois Mutual's DI product.
- » Share our DIAM social posts that will run throughout May on our **Facebook**, **LinkedIn** and **Instagram** channels.

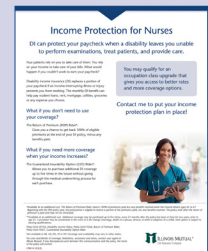
Download these sales tools from the Resource Library on our Agent Forum at Agent.IllinoisMutual.com.



A9729
Life + DI
Cross-Sell Kit



C9622
Financial
Planning
Pyramid



C9614
Income
Protection
for Nurses

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

(800) 437-7355, ext. 775
Sales@IllinoisMutual.com

¹DIAM is an industrywide event coordinated by Life Happens. Illinois Mutual is a member of Life Happens.

²If sending items via email, you are responsible for ensuring compliance with CAN-SPAM laws.