



Insure Your Love Planning Guide for DI

What's love got to do with insurance? EVERYTHING! The Insure Your Love* campaign enables you to talk to clients about what matters most: safeguarding their loved ones with disability income insurance (DI).

Here are some recommendations to promote DI with the Insure Your Love message.

Set Your DI Sales in Motion During Insure Your Love

Supercharge your performance with these ideas:

- **Do you offer annual policy reviews?** This is the perfect time to talk about income protection with your clients.
- **Contact clients from the past six months who haven't purchased DI.** Introduce them to the **M.U.G.® Plan. (C9687)** and show them how DI will help keep a roof over their head, feed their family and keep the lights on.
- **Use the Business Owner Flyer (C9713) in your presentations to business owners.** This flyer highlights the strengths of combining DI with business expense insurance (BE) and the Return of Premium (ROP) Rider.
- **Download the New DI Occupations Flyer (A9737) to see the expanded list of covered occupations for more opportunities to sell DI.** Tap into your network for connections to get the conversation started.



C9687
M.U.G.® Plan
Postcard



C9713
Business Owner
Flyer



A9737
DI Occupations
Flyer

These marketing materials are available on our Resource Library in the Agent Forum.

Agent.IllinoisMutual.com

Connect with our experts to add DI to your life, health, and P&C sales.

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**Insure Your Love is an industrywide event coordinated by Life Happens. Illinois Mutual is a member of Life Happens.*

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