

# Start the Income Protection Conversation, Today!

## DIAM Resource Guide

Kick off Disability Insurance Awareness Month (DIAM)\* with these social media posts, flyers, videos and sales concepts. This resource guide will help you start income protection conversations throughout DIAM and beyond!

### DIAM Planning Ideas

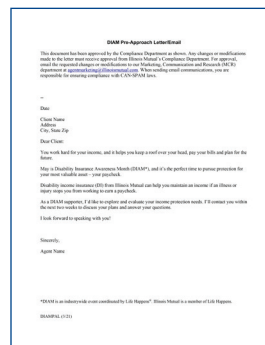
Create your own successful DIAM campaign with this list of ideas. Download the DIAM Planning Guide from the Resource Library on the Agent Portal at [Agent.IllinoisMutual.com](http://Agent.IllinoisMutual.com).



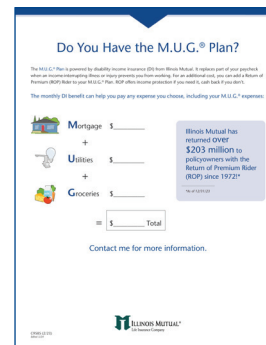
**A9669**  
DIAM Planning Guide

### Sales Tools

Order or download these sales tools to show your clients how DI can help protect their income.



**DIAMPAL**  
DIAM Pre-Approach  
Letter / Email



**C9585**  
Do You Have the  
M.U.G.® Plan?



**C9566**  
Are You Only  
Half-Covered?

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

Agent Use Only (continued on back)



## Shareable Social Media Posts

Reach clients by sharing our ready-to-go social posts with your network.

Find us on social media:



## Check Us Out on YouTube

Cee what agents are saying and learn more about DI!



The M.U.G.® Plan  
from Illinois Mutual



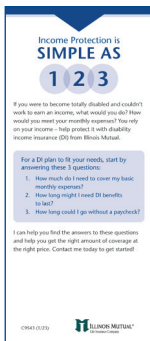
Income Protection  
Education



It's Simple: You Need  
Your Paycheck

## Orderable Consumer Pieces

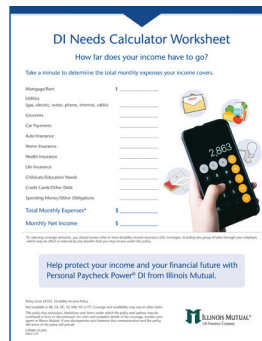
Order these pieces to use when discussing our DI solutions with your clients!



**C9543**  
Simple as 1-2-3  
Consumer Stuffer



**C9759**  
Consumer Simplified  
Issue DI (SIDI) Flyer



**C9564**  
DI Needs Calculator  
Worksheet



**C9687**  
The M.U.G.® Plan  
Postcard

Need more DIAM strategies? Contact your sales team!  
(800) 437-7355, Option 2 • [Sales@IllinoisMutual.com](mailto:Sales@IllinoisMutual.com)