

LIAM Planning Guide

This Life Insurance Awareness Month (LIAM),* the message is all about protecting the people who give you purpose.

Most people don't buy life insurance for themselves. They buy it for the people who make everything matter: the people who celebrate their wins, depend on their strength and make life meaningful.

Tips to Help Protect the People Who Give Them Purpose



Make a goal to talk to one extra person a day about life insurance awareness and see what happens to your activity level.



Share our LIAM posts that run throughout September on all our social media channels:



If your clients share your posts with their social networks, it could generate referral business for you, too!



Send out a pre-approach letter/email** (LIAMPAL) and consumer stuffer (C5655), which can be found in the Resource Library at Agent.IllinoisMutual.com. Follow up with the clients on your mailing list a week later to reinforce the message.



Direct your clients to our Life's Moments site at www.IllinoisMutual.com/LifesMoments to help them make the connection between their everyday experiences and the need for life insurance protection.



Find out which clients have policy anniversaries coming up and reach out to remind them of their valuable coverage. Suggest a meeting (virtual or in-person) to make sure their needs are being covered.



Use our Term or Whole Life Consumer Flyer (C5699) to help clients compare options and choose the coverage that fits best. Sometimes it's a blend of both!



Embed our "Get a Quote" lead generation tool on your website. To learn more, see our "Get A Quote Web Tool" flyer (A7067) at Agent.IllinoisMutual.com.

Contact your sales team for more ideas today!

Sales@IllinoisMutual.com • (800) 437-7355, Option 2

*LIAM 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.