



# LIAM Planning Guide

This Life Insurance Awareness Month (LIAM)\*, we are helping you focus on an underserved, but well represented portion of today's insurance market: Millennials and Gen Z.

Based on findings in the 2024 Insurance Barometer Survey conducted by LIMRA and Life Happens, these suggestions can help you switch tactics and connect with these ready-to-purchase clients!

## Survey Insights & Sales Actions

### Insight

*"Year after year, Gen Z and Millennials consumers overestimate the cost of life insurance at over three times its actual price."*

### Action

You can help your clients understand just how affordable life insurance can actually be by [running a simple quote for them](#).



If you can't reach these Millennial and Gen Z consumers, or they're too busy to talk, point them to [this life insurance calculator](#) where they can see for themselves how much coverage they might need. Chances are, they'll contact you when they're ready to purchase.

### Insight

*"Over a quarter of Gen Z, Millennial, and Gen X members state they are not sure how much or what type of coverage to get."*

### Action

Consumers in these age groups, especially Gen Z, are typically better candidates for Return of Premium (ROP) Term because they are generally younger and healthier.

You can use [this video](#) to show them how paying sometimes just a few dollars more a month can get them life protection if needed, and money back if not!

### Insight

*"Gen Z uses social media over 50% of the time when seeking information on financial or insurance products versus using traditional company websites."*

### Action

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



Since younger clients are using social media to learn about insurance options, be "found" where they're searching!

Contact your Life sales team for more ideas today!

[Sales@IllinoisMutual.com](mailto: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.

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