

# Tips to Leverage the Life Happens Marketing Resources for Life Insurance Awareness Month

[Life Happens](#) created and coordinates the [Life Insurance Awareness Month](#) (LIAM) campaign every September. But, the reality check we've gotten with the pandemic means **we need to talk to everyone about life insurance now**.

Companies and producers want to leverage LIAM resources as soon as possible during this critical time. That's why we're doing things a little differently this year. September is still Life Insurance Awareness Month, but we're providing resources that can be shared now, so companies and the producers they work with can begin using this LIAM messaging immediately, and then continue on through September.

All the LIAM resources are available when you log into your Life Happens Pro Plus or Premium account at [lifehappenspro.org](https://lifehappenspro.org).

**Note:** The Lite version does not give you access to the full suite of LIAM resources. If you don't have an account [learn more here](#).

If you're having trouble logging in or would like to know more about upgrading to Plus or Premium, contact [support@lifehappens.org](mailto:support@lifehappens.org).

## 1. Leverage the star power of LIAM spokesperson Brooke Shields and her powerful message.

We're thrilled to have actress, model and mom Brooke Shields return as our spokesperson for LIAM 2020. This means you can use Brooke Shields resources from 2020 and 2019 until Dec. 31, 2020. This year, Brooke is working with Life Happens to **get the word out to the American public that there is no time to wait for people to protect their families with life insurance**. Her advice to consumers is direct and includes a strong call-to-action to get life insurance. Her messages are authentic and filmed from her home.

Check out the personal videos from Brooke which include a strong call-to-action that now is the time to get life insurance. In addition to the videos, we have a complete suite of resources featuring Brooke—including new social-media graphics.

[Get the Brooke Shields resources](#)

## 2. Use the new “Reality Check: The time for life insurance is now.” theme.

The pandemic has changed people’s mindsets. They have gotten a “reality check” and are now more willing than ever to talk about their life insurance needs.

This theme underscores the fact that as families are spending more time together, people are having to face reality and think more about their mortality. *“Life changes quickly and priorities shift. Life insurance can help protect your loved ones financially – now and for the future. Get it today.”*

Life Happens has created a suite of marketing resources with this messaging that you can start using now and continue using during LIAM—and beyond, given its evergreen message.

[Get the Reality Check resources](#)

## 3. Customize the LIAM resources to meet your branding and marketing needs.

Using your Plus or Premium account, you can add your logo or photo along with your contact info on the flyers, brochures and graphics. And with Premium, you make those additions to the videos as well. In addition, Premium also allows you to remove the Life Happens logo from the resources, making them 100% your own!

Reach out with any questions to [support@lifelifehappens.org](mailto:support@lifelifehappens.org).

## 4. Get your social media done the easy way ... and be sure to use #LIAM20.

Nearly half of consumers in the market for an advisor say they would research prospective advisors on social platforms, a significant increase from 2019. That’s why social-media outreach is so important. Life Happens gives you a full social-media campaign to use for LIAM—and beyond, including:

- July, August and September social-media calendars of prewritten social-media posts that can be used as-is, or adapted to meet your needs (coming soon)
- Social-media friendly videos featuring the evergreen theme and Brooke Shields and her life insurance message
- A brand-new suite of graphics for social media
- #LIAM20 hashtag

**Again, all the digital resources are available through your Life Happens Pro Plus or Premium account. If you don’t have an account or are having trouble logging in, contact [support@lifelifehappens.org](mailto:support@lifelifehappens.org).**