

LIAM Planning Guide



Life Insurance Awareness Month (LIAM)* is the perfect time to talk to your clients about the importance and power of life insurance. Here are some suggestions for activities to help you raise awareness about life insurance and help as many clients as possible protect more of Life's Moments today.

Tips to Help Your Clients Protect More of Life's Moments



Set your personal goals for LIAM. For example, make a goal to talk to one extra person a day about life insurance awareness and see what happens to your activity level.



Visit our Facebook page at www.facebook.com/IllinoisMutual and start sharing! 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 our 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 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 them to remind them of their valuable coverage. Suggest a meeting (virtual or in-person) to make sure their needs are being covered.



Put up a "take-one" display with consumer stuffers (C5655) in your office.

Contact your Life sales team for more ideas today!

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*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.