



Insure Your Love Planning Guide for DI

February is the month of love - Insure Your Love*! This campaign helps you show clients what matters most: safeguarding the people they care about with life insurance and income protection.

Use this planning guide to promote Insure Your Love and disability income insurance (DI).

Set Your DI Sales in Motion During Insure Your Love

Supercharge your February goals with these ideas:

- Do you offer annual policy reviews? This is the perfect time to talk about income protection with your clients.
- Contact clients from the past six months who haven't purchased DI. Introduce them to the **Financial Planning Pyramid Flyer (C9622)**. This graphic shows how the DI benefit can help cover mortgages, groceries, insurance premiums and more.
- Use the **Business Owner Flyer (C9713)** in your presentations to business owner clients. This flyer highlights the strengths of combining DI with business expense insurance (BE) and the ROP rider.
- The **Half-Covered Flyer (C9566)** shows how doctors and hospitals get paid when an income-interrupting illness or injury prevents your clients from working. But how does your client get paid? That's where DI coverage makes a difference.



C9622
Financial Planning
Pyramid Flyer



C9713
Business Owner
Flyer



C9566
Half-Covered
Flyer

These marketing materials are available on our Resource Library in the Agent Forum (Agent.IllinoisMutual.com).

Connect with our experts to add DI to your life, health, and P&C sales.

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*Insure Your Love is an industrywide event coordinated by Life Happens. Illinois Mutual is a member of Life Happens.