

# DIAM Resource Guide

Kick off Disability Insurance Awareness Month (DIAM\*) with social media posts, flyers, videos and sales concepts. This resource guide will help you start income protection conversations throughout DIAM, but you can keep the DI dialogue going any time. Several of these marketing tools work year-round.

## START the CONVERSATION

### DIAM Planning Ideas

Create your own successful DIAM campaign with this list of ideas. Download the DIAM Planning Guide from the Resource Library on the Agent Forum at [Agent.IllinoisMutual.com](http://Agent.IllinoisMutual.com).



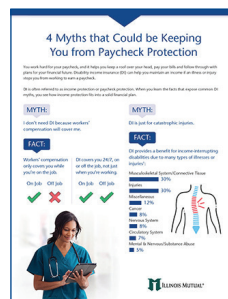
A9669  
DIAM Planning Guide

### Sales Tools

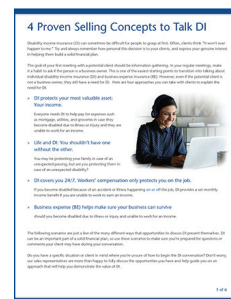
Order or download these sales tools to show your clients how DI can help protect their income.



DIAMPAL  
DIAM  
Pre-Approach Letter



C9598  
DI Stat Sheet



A9717  
DI Starter Kit



## Shareable Social Media Posts



Reach clients by sharing our ready-to-go social posts with your network. Find us on social media:

- Facebook: [www.facebook.com/IllinoisMutual/](http://www.facebook.com/IllinoisMutual/)
- LinkedIn: [www.linkedin.com/company/illinois-mutual/](http://www.linkedin.com/company/illinois-mutual/)



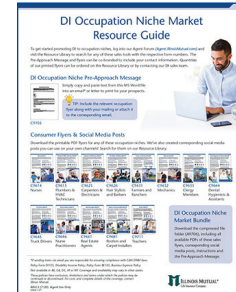
C9614\_social  
Nurses Need DI



C9645\_social  
Truck Drivers Need DI



C9644\_social  
Dental Hygienists and Assistants Need DI



A9706  
DI Occupation Niche Market Bundle

## Orderable Consumer Pieces

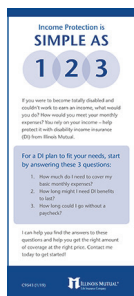
Add your contact information to our mailers, brochures and flyers and send them to clients.



C9687  
M.U.G. Plan  
Consumer Postcard



C9684  
DI + ROP Consumer  
Direct Mail Postcard



C9543  
Simple as 1-2-3  
Consumer Stuffer



Need more DIAM ideas? Contact our DI sales team!  
(800) 437-7355, ext. 719 • [DISales@IllinoisMutual.com](mailto:DISales@IllinoisMutual.com)

\*DIAM is an industrywide event coordinated by Life Happens. Illinois Mutual is a member of Life Happens.

Policy Form DI105, Disability Income Policy  
Policy Form BE105, Business Expense Policy

Not available in AK, CA, DC, HI or NY. Coverage and availability may vary in other states.

For policy costs and details of coverage, limitations, exclusions and terms, contact Illinois Mutual.

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