



START *the*
CONVERSATION

DIAM Planning Guide

May is Disability Insurance Awareness Month (DIAM*). This campaign gives you a platform to start income protection conversations with nurses, dental hygienists, small business owners and other hard-working Americans.

Plan your DIAM success.

- » Talk to your life insurance clients about disability income insurance (DI). Let them know you're a DIAM supporter who wants to help them explore their income protection options.
- » Download the DIAM Resource Guide (A9616) and DI Starter Kit (A9717) from the Resource Library on the Agent Forum at Agent.IllinoisMutual.com.
- » Send the DIAM Pre-Approach Letter (DIAMPAL) to clients and prospects as a letter or an email**.
- » Show clients the DI Stat Sheet (C9598) to help them learn the facts about common DI myths.
- » Share our DIAM social media posts that will run throughout May on our LinkedIn and Facebook channels.



A9616
DIAM
Resource
Guide



A9717
DI Starter Kit



DIAMPAL
DIAM Pre-
Approach
Letter



C9598
DI Stat
Sheet

Contact our DI sales team
for more DIAM ideas!

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

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**DISABILITY
INSURANCE
AWARENESS MONTH**
BROUGHT TO YOU BY LIFE HAPPENS®

 **ILLINOIS MUTUAL®**
Life Insurance Company