

## DIAM Pre-Approach Letter/Email

This document has been approved by the Compliance Department as shown. Any changes or modifications made to the letter must receive approval from Illinois Mutual's Compliance Department. For approval, email the requested changes or modifications to Dave White, Assistant Vice President of Marketing, Communication and Research, at [DDWhite@IllinoisMutual.com](mailto:DDWhite@IllinoisMutual.com).

When sending email communications, you are responsible for ensuring compliance with CAN-SPAM laws.

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Date

Client Name

Address

City, State Zip

Dear Client:

You work hard for your income, and it helps you keep a roof over your head, pay your bills and plan for the future.

May is Disability Insurance Awareness Month (DIAM\*), and it's the perfect time to pursue protection for your most valuable asset – your paycheck.

Disability income insurance (DI) from Illinois Mutual can help you maintain an income if an illness or injury stops you from working to earn a paycheck.

As a DIAM supporter, I'd like to explore and evaluate your income protection needs. I'll contact you within the next two weeks to discuss your plans and answer your questions.

I look forward to speaking with you!

Sincerely,

Agent Name

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

DIAMPAL (3/21)