

# Mutual Income Solutions<sup>SM</sup>

## Materials to Help Boost Your DI Sales Efforts

Our full complement of marketing resources can help kickstart your disability income insurance sales efforts by targeting clients and prospects who are a great fit for Mutual Income Solutions.

### Product-Related Materials



**Mutual Income Solutions brochure** – This is our flagship piece that lets your clients know about the need for disability income insurance and how our product benefits them.



**Mutual Income Solutions highlight sheet** – Need to cut to the chase to explain Mutual Income Solutions to a client? This one-page flyer covers the key elements of our product.

### Educational Materials



**Needs piece** – This easy-to-digest piece will help your clients understand the need for disability income insurance.



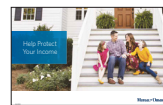
**The Need for Disability Income Insurance video** – This video is included in a Hearsay Social post and embedded in the Mutual Income Solutions presentation. It helps clients and prospects understand the need to protect their income.



**Mutual Income Solutions presentation** – This presentation can be used in group educational settings like an in-person or virtual seminar. You can also use this presentation with individuals.

### Prospecting/Social Media

**Prospecting materials** – Customize and send these items to your clients and prospects to help them understand why protecting their income is so important:



- *Prospecting letter*
- *Prospecting postcard*



**Social media posts** – Use these Disability Insurance Awareness Month social posts to engage your audience and help convey the need for disability income insurance.



**Cross-sell piece** – This piece focuses on the important asset protection role disability income insurance plays, and transitions to two other important asset protection products - life insurance and long-term insurance.

## Occupation Specific Materials

We've identified high-paying occupations whose income levels are a great fit for Mutual Income Solutions and for whom our new product is competitively priced. Each flyer includes an occupation-specific profile example and lists the types of disability income insurance policies typically purchased by individuals in a specific profession.



- Accountants
- Architects
- Attorneys
- Banking officers
- Business consultants
- Computer programmers
- Corporate executives
- Engineers
- Office managers
- Optometrists
- Physicians
- Real estate brokers
- Small animal veterinarians

## Association Marketing

Since many employers don't include disability income insurance as a workplace benefit, working with associations is a great way to help meet the income protection needs of many individuals and boost your sales. Once you're approved to work with an association, use these materials to help them understand why they need disability income insurance:



- Association disability income insurance flyer

### Where to Find the Resources

Go to [mutualincomesolutions.com](https://mutualincomesolutions.com) for tools and resources that can help support your marketing and sales efforts.