



# LIFE INSURANCE

AWARENESS MONTH  
SEPTEMBER 2010

- What:** An educational campaign designed to get consumers to take stock of their life insurance needs and protect their loved ones through proper life insurance planning
- Why:** Because three in 10 adult Americans have no life insurance and most with coverage need more than they have
- When:** September 2010
- Who:** LIAM is an industry-wide effort coordinated by the LIFE Foundation, a nonprofit organization dedicated to helping consumers make smart insurance decisions. Each year, hundreds of leading industry groups and thousands of advisors participate in the campaign.
- How:** LIFE and other major industry groups will spend millions in September to get Americans thinking about their need for life insurance. Take advantage of this once-a-year opportunity to approach people in your community at a time when life insurance will be on their minds.
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## *8 Tips to Help You Seize the LIAM Marketing Opportunity*

1. **Mark LIAM on Your Calendar Today:** Circle September on your calendar, and start laying the groundwork today for a successful campaign come September.
2. **Use LIAM to Get Appointments Scheduled:** Pointing out that September is LIAM gives clients and prospects *one more reason* to say “yes” to a meeting.
3. **Set Aside Money and Time:** The three keys to selling more life insurance this September than you did last September are time, money and focus. If you make life insurance your primary focus and set aside enough time and money to conduct the proper outreach, you WILL be successful.
4. **Take Advantage of LIFE’s Marketing Resources:** LIFE offers both FREE Web-accessible resources as well as high-quality print and multimedia marketing pieces for purchase. Access all of LIFE’s resources at the LIAM Producer Toolkit at [www.lifehappens.org/liamkit](http://www.lifehappens.org/liamkit).
5. **Tell Your Clients That “Life Happens”:** Life Happens<sup>®</sup> gel bracelets are one of LIFE’s most popular resources. During LIAM, wear several on your wrist and give them out to clients and prospects. They’re great conversation starters. People will invariably ask, “What does ‘Life Happens’ mean?” That’s your opening to talk to them about LIAM and the need to plan ahead for life’s uncertainties. Access an entire suite of Life Happens marketing resources at [www.lifehappens.org/lifehappenskit](http://www.lifehappens.org/lifehappenskit).
6. **Share the 7 Wonders of Life Insurance:** Life insurance can do some amazing things for families, and LIFE offers several marketing resources to help inform your clients and prospects about what LIFE calls the “7 Wonders of Life Insurance.” Access them at [www.lifehappens.org/wonderskit](http://www.lifehappens.org/wonderskit).
7. **Encourage Clients to Enter the “What Matters Most to Me” Contest:** LIFE is developing a fun Facebook application that will remind Americans that life insurance can help them protect the people and things that matter most to them. If your clients use the application during LIAM, they’ll have the chance to win a five-day trip to Aruba. To be notified when the app goes live so you can begin letting clients and prospects know about it, sign up for updates by becoming a “Fan” of LIFE’s Facebook page at [www.facebook.com/lifehappens.org](http://www.facebook.com/lifehappens.org).
8. **Tap Into Company Assets:** Most insurance companies support LIAM in some fashion. So reach out to companies you do business with to find out what kinds of LIAM marketing resources and sales incentives they may be offering.