

# Producer Marketing Guide



## The LIAM Marketing Opportunity

Wouldn't it be nice if you could reach out to clients and prospects when they're already thinking about their need for life insurance? That's precisely what happens each September. Life Insurance Awareness Month (LIAM) is the time when our industry comes together to make sure Americans are reminded of the need to include life insurance in their financial plans.

LIAM presents you with a unique marketing opportunity and this Guide, along with the LIAM Producer Toolkit ([www.lifehappens.org/liamkit](http://www.lifehappens.org/liamkit)), make it easy for you to put together a high-impact LIAM marketing program in a matter of minutes. So please review this Guide, and start laying the groundwork for a successful marketing program in September and beyond.

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## Seizing the LIAM marketing opportunity is as simple as 1-2-3

1. **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.
2. **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.
3. **Take Full Advantage of the LIAM Producer Toolkit:** Located at [www.lifehappens.org/liamkit](http://www.lifehappens.org/liamkit), this Toolkit is your gateway to a wide array of free web-accessible resources, as well as high-quality print and multimedia marketing products for purchase. Below are brief descriptions of the Toolkit components.

## Resources Featuring Leslie Bibb, LIAM 2010 spokesperson

Each year, LIFE retains a celebrity with a story of loss to serve as the spokesperson for LIAM. This year's spokesperson is actress Leslie Bibb, whose father died in an accident at 39, leaving behind a wife and four daughters. Life insurance played an important role in keeping the family together. LIFE offers two great resources to help you share Leslie's story with clients and prospects.

1. [Leslie Bibb Public Service Announcement](#) – Send emails directing clients and prospects to view Leslie's 60-second TV PSA at [www.lifehappens.org/leslie-bibb](http://www.lifehappens.org/leslie-bibb), or put a link to the PSA on the homepage of your website.
2. [Leslie Bibb realLIFEstory Flyer](#) – Share Leslie's realLIFEstory by mailing, emailing or handing out this free, one-page flyer during September.

## “What Matters Most to Me” Facebook Application and Contest

If you're looking for a good excuse to reach out to clients and prospects during LIAM, look no further. How does a free trip to Aruba sound for one of your clients? That's what they'll have a chance to win if they use LIFE's new Facebook Application during LIAM. In just a few short minutes, the App helps Facebook users create multimedia slideshows, showcasing the people and things that matter most to them.

When you tell your clients and prospects about the App and the Contest, make sure to remind them of the need to protect the people who matter most to them through proper life insurance planning.

1. Customizable Email Copy – Alerting clients and prospects to the App and Contest is easy using this customizable copy.
2. Get Notified When the App Goes Live – Become a fan of LIFE’s Facebook page (<http://www.facebook.com/lifehappens.org>) and be the first to know when the App is available and can be shared with friends, family, clients and prospects.
3. Tweet, Post and Blog – What better way to spread the word about a fun App than by promoting its availability through Facebook and other social-networking sites.

## Marketing Campaign Themes

An engaging theme is a key component of an effective marketing program, and this year LIFE offers you three LIAM themes to choose from. Pick the theme that appeals to you most, and then use the corresponding marketing resources that LIFE has created for these themes to assemble a multifaceted sales and marketing campaign for LIAM.

1. Wonders of Life ([www.lifehappens.org/wonderskit](http://www.lifehappens.org/wonderskit))
2. Life Happens ([www.lifehappens.org/lifehappenskit](http://www.lifehappens.org/lifehappenskit))
3. Insure Your Love ([www.lifehappens.org/lovekit](http://www.lifehappens.org/lovekit))

## Other Toolkit Resources

The Producer Toolkit is your gateway to a wealth of additional marketing resources. Here’s an overview of the remaining Toolkit components.

1. LIAM Fact Sheet – This one-pager provides a brief overview of LIAM and offers eight tips to help you seize the LIAM marketing opportunity.
2. Sales Ideas – LIFE provides you with a dozen sales ideas to help you connect with clients and prospects during LIAM 2010.
3. Producer Webinar – For more great sales ideas and a preview of LIAM 2010 activities, sign up for this free webinar, which will take place on Thursday, Aug. 12 at 1pm Eastern.
4. Online Resources – LIFE is the leading source on the web for objective information about life insurance. On this page you’ll find links to some of the most popular pages and interactive tools on LIFE’s website. Establish links from your site to LIFE’s site, during LIAM and beyond.
5. Free eCards – LIFE offers more than a dozen life insurance eCards to help you connect with clients and prospects. LIFE’s eCards are guaranteed attention-getters. Preview them now to figure out which ones you’ll want to send out when September rolls around.
6. Videos – The Toolkit features nine videos that you can link to from your site, or even embed directly on your site.
7. Free Downloadable Flyers – LIFE offers nine flyers that have been designed to print nicely off your office printer. Include them in mailings, or send them as attachments in emails to clients.
8. LIAM Logos – Insert the LIAM logo into September business correspondence and marketing materials, and add it to your email signature.
9. Customizable News Releases – Use these two customizable press releases to get your local newspapers to write about life insurance in September, and to raise your visibility in the community.
10. LIMRA’s LIAM Microsite – LIMRA offers facts, figures and other resources that you can use to motivate clients and prospects to take action now.
11. LIFE’s Educational Resources – LIFE’s online product catalog is your gateway to a wealth of great, third-party print and multimedia marketing products. Access it at [www.lifehappens.org/catalog](http://www.lifehappens.org/catalog).

## **A Final Word**

Selling more life insurance requires setting your mind to it and doing the outreach. It's that simple. So don't let the LIAM marketing opportunity pass you by. Start planning now, so you'll be ready when September 1, 2010 arrives!

