

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), 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.

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, 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 Lamar Odom, LIAM 2011 spokesperson

Each year, LIFE retains a celebrity with a story of loss to serve as the spokesperson for LIAM. This year's spokesperson is Lamar Odom, a two-time NBA champion and reality TV star. Lamar was raised in a single-parent household. Sadly, his mother never got to see him grow up to be the person he is today. She died of colon cancer at 35. Life insurance played a vital role in keeping Lamar on the path to success, and LIFE offers two great resources to help you share his compelling story with clients and prospects.

1. **Lamar Odom Public Service Announcement** – Send emails directing clients and prospects to view Lamar's 60-second TV PSA at www.lifehappens.org/lamar-video, or put a link to the PSA on the homepage of your website.
2. **Lamar Odom realLIFEstory Flyer** – Share Lamar's realLIFEstory by mailing, emailing or handing out this free, one-page flyer during September.

Insure Your Love Picture Mosaic

LIFE has created a Facebook-based picture mosaic that, in time, will feature thousands of photos of families and individuals whose financial well-being is safeguarded by life insurance. The mosaic offers you a great reason to reach out to existing life insurance clients. Congratulate them for the wonderful thing they've done for their loved ones by owning life insurance, and then ask them to contribute a photo to the picture mosaic. For every

photo added, LIFE will donate \$1 to the LIFE Lessons College Scholarship Fund, which gives tuition assistance to students who have lost a parent. The mosaic will be live on LIFE's Facebook fan page beginning the last week of August at www.facebook.com/lifehappens.org.

LIFE offers three ways to help promote the mosaic to your policyholders:

1. Link to LIFE – Include a link to LIFE's Facebook fan page in electronic communications you send out.
2. Send Congratulatory Greeting Cards – LIFE has created both hard-copy and electronic greeting cards that you can send to clients, congratulating them for the wonderful thing they've done for their loved ones.
3. Tweet, Post and Blog – What better way to spread the word about a Facebook App than by promoting its availability through Facebook, Twitter and other social-networking sites. It's easy to do using the sample tweets and posts that you'll find in the Social-Media Toolkit section of the LIAM Toolkit.

Marketing Campaign Themes

A marketing campaign is always more effective when it is built around a unifying theme. LIFE offers three themes from which to choose, each supported by a suite of great marketing resources.

1. Wonders of Life (www.lifehappens.org/wonderskit)
2. Life Happens (www.lifehappens.org/lifehappenskit)
3. Insure Your Love (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 seven 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.
3. Producer Webinar – For more great sales ideas and a preview of LIAM 2011 activities, sign up for this free webinar, which will take place on Wednesday, Aug. 24 at 1pm Eastern.
4. LIAM Logos – Insert the LIAM logo into September business correspondence and marketing materials, and add it to your email signature.
5. Online Resources – LIFE is the leading source on the web for objective information about life insurance. On this page you'll find user-friendly links to some of the most popular pages and interactive tools on LIFE's website, as well as URLs for LIFE's various social-media networks. Establish links from your site to LIFE's various Web properties, during LIAM and beyond.
6. Social-Media Toolkit – The key to a successful social-media marketing campaign is providing your friends and followers with a steady stream of content that is relevant to their needs and interests, and this toolkit makes it easy by providing you with suggested tweets and posts for each week of September.
7. Videos – The Toolkit features 12 videos that you can link to from your site, or even embed directly on your site.
8. Free Downloadable Flyers – LIFE offers nine flyers, including three new ones, that have been designed to print nicely off your office printer. Include them in mailings, or send them as attachments in emails to clients.
9. realLIFEstories Resources – This document offer three simple steps to help you incorporate realLIFEstories into your client outreach during LIAM and beyond. realLIFEstories are a great resource to get appointments scheduled and to help close sales.

10. Customizable News Release – Use this customizable press release to get your local newspapers to write about life insurance in September, and to raise your visibility in the community.
11. LIMRA's LIAM Fact Sheet – “Facts About Life” is a compilation of interesting statistics regarding life insurance ownership and attitudes toward life insurance. Incorporate statistics into letters and emails to clients and prospects to help persuade them to take action.
12. 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.lifecatalog.org.

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, 2011 arrives!

