



# Insure Your Love Planning Guide

During Insure Your Love\*, you can help your clients understand the why behind life insurance: **Love**.

Here are some suggestions to help you reach as many clients as possible with the Insure Your Love message that buying life insurance is the way to say, "I love you."

## Set your personal goals for Insure Your Love.

For example, make a goal to talk to one extra person a day about Insure Your Love and see what happens to your activity level.



A5715



STF163



C5723

- Download the Insure Your Love Resource Guide (A5715) from the Resource Library on the Agent Portal.
- Order a supply of Insure Your Love Consumer Stuffers (STF163) and download the Pre-Approach Letter (SD299) to send or email\*\* to clients and prospects.
- Order a Life Insurance Poster (C5723), also available in Spanish, except in CO, to display in your office as a conversation starter.

- Direct your clients to our Life's Moments site at [www.IllinoisMutual.com/LifesMoments](http://www.IllinoisMutual.com/LifesMoments) to help them make the connection between their everyday experiences and the need for life insurance protection.
- Find out which clients have policy anniversaries coming up and reach out to remind them of their valuable coverage. Suggest connecting to make sure their needs are being covered.
- Embed our "Get a Quote" lead generation tool on your website. To learn more, see our "Get a Quote Web Tool" flyer (A7067) at [Agent.IllinoisMutual.com](http://Agent.IllinoisMutual.com).

Contact us for more information today!

(800) 437-7355, Option 2  
[Sales@IllinoisMutual.com](mailto:Sales@IllinoisMutual.com)

\*Insure Your Love is an industrywide event coordinated by Life Happens. Illinois Mutual is a member of Life Happens.

\*\*If sending items via email, you are responsible for ensuring compliance with CAN-SPAM laws.

