



# Insure Your Love Resource Guide

Take advantage of this industrywide life insurance awareness campaign coordinated by Life Happens\* during February! To help you succeed, we have created complimentary sales tools to make the most of this special month.

## Sales Tools

Order or download these sales tools to show your clients why life insurance can be seen as *love insurance*.



**Consumer Poster**  
(Also available in Spanish except in CO)  
C5723



**Pre-Approach Letter/Email**  
SD299



**Consumer Stuffer**  
STF163

## Life's Moments Website

Life's Moments aren't always planned, but big or small, they all need to be protected. To help put that in context for your clients, we've crafted a website that connects your clients' everyday experiences to their desire to protect Life's Moments with life insurance. Show them today at [www.IllinoisMutual.com/LifesMoments](http://www.IllinoisMutual.com/LifesMoments).



## Insure Your Love Planning Ideas

Download this flyer at [Agent.IllinoisMutual.com](http://Agent.IllinoisMutual.com) for a list of ideas you can use with your very own Insure Your Love campaign!



A5716



\*Illinois Mutual is a member of Life Happens.  
Agent Use Only (continued on back)

## Shareable Social Media Posts

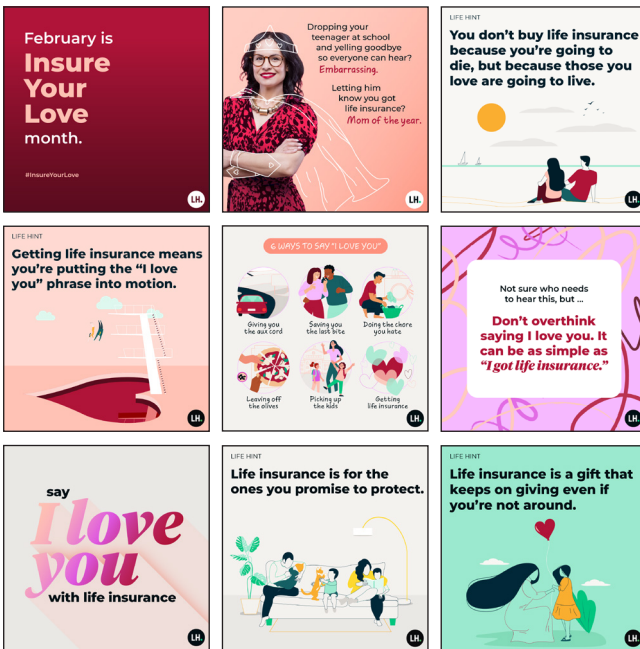
Share our engaging social media content with your own social networks to extend your reach and help get more life insurance conversations started!

Search for Illinois Mutual on:     

## Downloadable Social Media Posts

In addition to sharing our social media posts, you can download these posts, prepared by Life Happens, to bolster your campaign!

Download them from the Resource Library on our Agent Portal at [Agent.IllinoisMutual.com](https://Agent.IllinoisMutual.com). Search for "Insure Your Love"!



## Downloadable Flyers

Mail these flyers, prepared by Life Happens, to clients and prospects with pre-approach letters or send them as email attachments.\*\*

Download them from the Resource Library on our Agent Portal at [Agent.IllinoisMutual.com](https://Agent.IllinoisMutual.com). Search for "Insure Your Love"!



Contact your Life sales team for more ideas today!

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

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

A5715 (12/23) Agent Use Only

