

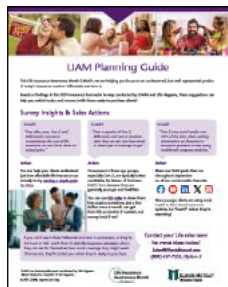
# LIAM Resource Guide

This Life Insurance Awareness Month (LIAM)\*, we are helping you focus on an underserved, but well represented portion of today's insurance market: Millennials and Gen Z.

These materials can help you explain how affordable and simple life insurance can be to a group that has historically overestimated the cost by over 3x!\*\*

## Sales Tools

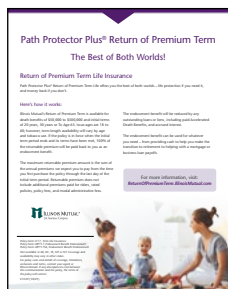
Start the life insurance conversation with Millennial and Gen Z clients using these tools from [Agent.IllinoisMutual.com](http://Agent.IllinoisMutual.com).



A5701

## LIAM Planning Guide

Use this guide to plan and execute your own LIAM campaign targeting Gen Z and Millennials who are experiencing life events which increase their motivation to purchase insurance.



Return of Premium Term Flyer  
C5529



Fillable Consumer Stuffer  
C5655

## Life's Moments Website

With more Gen Z and Millennials getting married, buying homes and starting families, their interest in purchasing life insurance has been triggered. Our Life's Moments site connects your clients' everyday experiences to their desire to protect Life's Moments with life insurance.



## 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!

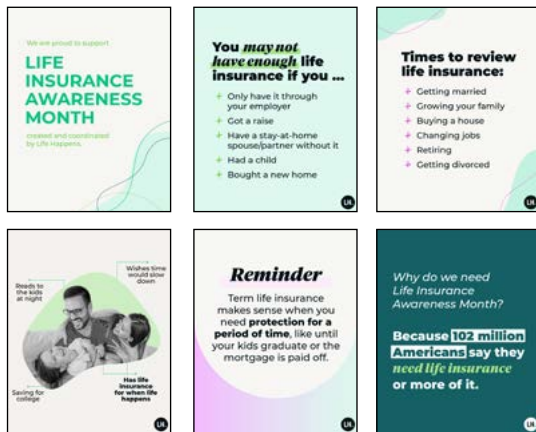
Search for Illinois Mutual on:



## Downloadable Social Media Posts

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

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



## Downloadable Flyers

Email<sup>1</sup> these flyers prepared by Life Happens to clients and prospects with our fillable consumer stuffer.

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



Contact your Life sales team for more information today!

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



Policy Form LT17, Term Life Insurance; Policy Form LRPT17, Endowment Benefit Endorsement; Policy Form LRPT17SA, Endowment Benefit Endorsement  
Not available in AK, DC, HI, MT or NY. Coverage and availability may vary in other states.

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

\*\*2024 Insurance Barometer Survey, LIMRA and Life Happens

<sup>1</sup>If sending items via email, you are responsible for ensuring compliance with CAN-SPAM laws.

A5700 (7/24) Agent Use Only