



A Dozen Sales Ideas to Help You Leverage LIAM

LIFE has a range of tools and resources that you can use to reach out to any type of client or prospect. Be sure to use LIAM as an opportunity to remind people in your community of the need to protect the ones they love with life insurance. Consider integrating some of these ideas into your LIAM plans:

1. **Let clients know about the “7 Wonders of Life Insurance.”** Include a link on your website to the consumer-facing LIAM microsite www.wondersoflife.org or LIFE’s homepage www.lifehappens.org. From either place, they can explore the full range of LIFE’s online life insurance information and tools.
2. **Give your clients a “wonderful” gift.** The “7 Wonders of Life Insurance” is a great marketing theme and LIFE has conveniently placed descriptions of the 7 Wonders on a must-see scroll pen. It’s a great prospecting resource or leave-behind following a client meeting. Every time they pick it up, they’ll be reminded of all the wonderful things that life insurance can do for their loves ones.
3. **Have your clients “do the math.”** Point them to LIFE’s online “Life Insurance Needs Calculator” at www.lifehappens.org/lifecalculator. Or if you think your clients would prefer to do the analysis on paper, give them LIFE’s one-page “Life Insurance Needs Worksheet.”
4. **Use this great life insurance primer.** LIFE’s “What You Need to Know About Life Insurance” thoroughly covers the basics of life insurance, and even includes two realLIFEstories. Mail it to clients and prospects with a brief handwritten note, or give it to them at the factfinder meeting so they can read it between appointments.
5. **Wear one; give one away.** Purchase a number of the “LIFE Happens” gel awareness bracelets. Wear several at once. When someone asks what the bracelet says, give them one and tell them about LIAM and the importance of planning ahead for life’s uncertainties.
6. **Use the power of pictures.** Embed “The Wonders of Life” and “The Things We Do Love” photo-montage videos on your website. Both videos feature user-generated content from LIFE-sponsored photo contests, and remind Americans that you buy life insurance because you love people and want to protect them financially. View them and get the embed code by going to the “embeddable videos playlist” at www.youtube.com/lifefoundation.
7. **Protect young families.** If your clients have just had a baby, send them the Redbook reprint, “5 Things Every New Parent Should Do,” which highlights the importance of having life insurance. Then follow up with a phone call to see if they would like to review their insurance needs.

8. **Send a life insurance e-card.** Choose a card that speaks to a milestone your client has recently reached: marriage, a new baby, retirement. Or send a “Just Because” e-card. Simply select a card, put in an email address and add a short note. Try them out at www.lifehappens.org/ecards.
9. **Let someone else do the talking.** Nothing communicates the power and benefits of life insurance better than a realLIFEstories video. If you use your laptop when making presentations to clients and prospects, start out your next meeting by playing a video based on the age and circumstances of the person you’re meeting with. It will immediately establish the need for insurance, allowing you to spend most of your time helping your client figure out how much and what kind of coverage is needed.
10. **Grab the attention of the YouTube generation.** Use LIFE’s video that explains the ins and outs of life insurance. Have them watch “Life Insurance 101” at www.lifehappens.org/lifeflash or embed this video on your own website. Get the embed code by going to the “embeddable videos playlist” at www.youtube.com/lifefoundation.
11. **Be your own best advertising.** Wear a “Life Happens” baseball cap or T-shirt when you’re at the gym or around town running errands. People will invariably ask you, “What does ‘Life Happens’ mean?” That could be the beginning of a new long-term client relationship.
12. **Remind your clients of the importance of keeping their coverage.** If a client is tempted to cancel a policy, use the new LIFE Lessons flyer that describes the story of Tracy Basden. Her father had a good policy but cancelled it when money was tight. Sadly, she and her brother were orphaned in their teens and left with no money.

Unless otherwise noted, all LIFE materials can be found at <http://www.lifehappens.org/catalog>.