

Life Insurance Awareness Month (LIAM)



Life insurance is something many people think about but don't act on. 41% say they need life insurance – or more of it!¹

September is Life Insurance Awareness Month. It's the perfect time to speak with clients about protecting their loved ones.

To help you have the life insurance conversation, we've packaged these client approved materials for you to use during LIAM and beyond.

Videos

[The Basics of Life Insurance](#)

[Individual vs. Group Term Life Insurance](#)

[Market Risk and Your Retirement](#)

[Gift of a Lifetime](#)



Concept Pieces

Creating a life insurance strategy that's right for you

Whole Life Insurance as a Financial Asset

Leave a Legacy with Confidence

Individual vs. Group Term Life Insurance

Gift of a lifetime

Retirement supplement

The Impact of Varying Returns on Your Retirement

To explore more **life insurance marketing materials** or **advanced sales ideas**, please visit us online for more information on how to make LIAM a success!

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¹ 2022 Insurance Barometer Study, Life Happens and LIMRA

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