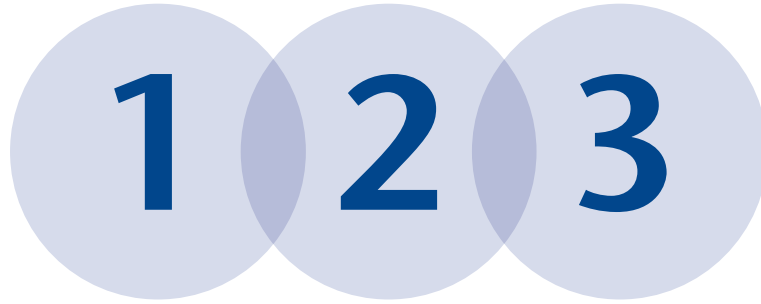


SIMPLE AS



Resource Guide

Selling disability income insurance (DI) just got easier. Use these sales tools and resources to help grow your DI business – it's simple! You can order any of these printed materials from our DI Sales team or download our digitally-formatted sales tools from our Agent Forum's Resource Library at Agent.IllinoisMutual.com.

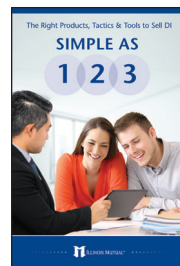
Simple As 1-2-3 Sales Kit



A9558

To get started, order this folder including a sample of the Simple As 1-2-3 campaign sales tools.

Agent Guide



A9538

This step-by-step agent guide offers tips on how to simply sell DI, where to find your next client, building a DI plan, popular riders and much more. Search form A9538 to order.

Consumer Brochure



C9551

Show your clients how simple it is to design the right DI plan for their needs. This guide includes three easy-to-understand questions to get the DI conversation started. Search form C9551 to order a printed supply.

Consumer Stuffer



C9543

Give this stuffer to prospective and current clients to let them know you can help get the DI coverage they need. Search form C9543 to order a printed supply.

Consumer Postcard



C9550

Fill in your contact information and send this standard-sized postcard to clients. It's a simple way to remind them about the importance of protecting their income. Search form C9550 to order a printed supply.



Promote DI with these Free Sales Tools!

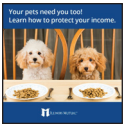
You can get started selling DI Simple As 1-2-3 today!

Shareable Social Media Posts

Engage clients on your social media with ready-to-go graphics and compelling DI content. Simply share our Facebook and LinkedIn posts with your social network too!

www.facebook.com/IllinoisMutual

www.linkedin.com/company/illinois-mutual



Consumer Videos and Sales Strategies

Share compelling videos from our YouTube channel (www.youtube.com/user/IllinoisMutual) to help sell DI. Our on-demand training webinars on our Agent Forum are available anytime, anywhere for additional support.

DI Annual Report Videos

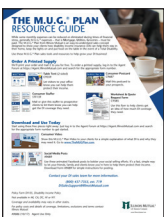


Safeguarding Dreams for a Family



Taking Steps to Protect Your Livelihood

DI Sales Strategies



M.U.G.® Plan Resource Guide



The M.U.G.® Plan Video

A9686

Consumer Ads



C9539



C9549

Add your own contact information to these DI ads for a customizable advertisement promoting your ability to help people obtain coverage. Search forms C9539 and C9549 to download.

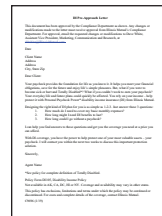
Consumer Presentation



C9552

This PowerPoint presentation includes everything you need to show your clients the importance of protecting their income and how easy it is to get coverage. We've created the slides and written the script, you just need to present it. Search form C9552 to download.

Consumer Prospecting Letter



C9696

Mail this letter to prospective clients. It's a great way to encourage them to contact you for more information about protecting their income with DI. Search form C9696 to download.

Contact your DI sales team for support!

(800) 437-7355, ext. 719
DISales@IllinoisMutual.com

Policy Form DI105, Disability Income Policy

Not available in AK, CA, DC, HI or NY. Coverage and availability may vary in other states.

This policy has exclusions, limitations and terms under which the policy may be continued or discontinued. For costs and complete details of the coverage, contact Illinois Mutual.

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