

September is Life Insurance Awareness Month. As an insurance professional if you are looking for resources to help educate your clients and prospects about important insurance planning topics, go to [Welcome to LIFE's Website - LIFE Foundation](http://www.lifehappens.org/welcome-agents) (<http://www.lifehappens.org/welcome-agents>).

LIFE educates the public through direct outreach to consumers, but also reaches millions each year with the help of insurance professionals like you. LIFE offers a wealth of resources to help you empower your clients with the information they need to make smart insurance planning decisions.

Here are 6 tips to help you make the most of the resources LIFE offers:

1. Send your clients to the www.lifehappens.org website:

Create a link from your website to theirs, and allow LIFE to help educate your clients about the fundamentals of insurance. In addition to linking to the homepage, consider linking to their [Insurance Needs Calculators](#), the most popular pages on their site.

2. Share their educational materials with your clients:

Visit LIFE's [product catalog](#) to check out the wide array of print and multimedia resources they offer. Use their third-party materials to initiate a conversation with your clients or educate them about specific planning topics.

3. Visit the LIFE Idea Exchange:

For help figuring out how to use LIFE's resources to educate your clients, visit the Agent Section of the LIFE [Idea Exchange website](#). There you'll find dozens of examples of how other agents are using LIFE's resources in their practices. This is a password-protected site that requires you to establish an account. There is no fee to do this.

4. Take advantage of LIAM and DIAM:

LIFE coordinates two industry-wide awareness campaigns each year – [Life Insurance Awareness Month](#) in September and [Disability Insurance Awareness Month](#) in May. You can contribute to these campaigns by making an extra effort to assist people in your community with their insurance needs during those two months.

5. Participate in the real LIFE stories Client Service Award program:

One of the main ways LIFE educates the public is by telling [real LIFE stories](#) – true stories that describe how insurance helped a family or business get through very difficult financial and emotional times. You can support this important initiative by sharing your best client case study with LIFE. They collect stories every year between the months of January and March, and feature the best stories in a September issue of Newsweek magazine. They also offer an assortment of real LIFE stories marketing resources (print and video) that can be purchased on their online [product catalog](#).

6. Use Life's e-Cards to enter the world of e-marketing:

LIFE's e-Cards are ideal for touching base with clients and prospects. Send a birthday note; congratulate a couple on their wedding day or a new arrival.
(Courtesy: www.LIFEhappens.org)

Please call GAIN at 800-847-6426 if you are looking for additional resources.