

BOLD!BRIGHT!FRESH!

DI CONSUMER MATERIALS TO HELP YOU START THE CONVERSATION WITH PROSPECTS.

Now more than ever, consumers should be educated on why it's important to protect income. So, the focus of our disability material is need-based and we took careful measures to provide messaging and facts to help you start the conversation with prospects. Here is a sampling of the consumer marketing materials available to you:



MC35297



MC35296



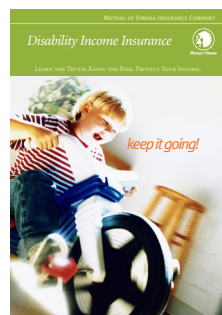
MC35295



MC35298

PRODUCT BROCHURES

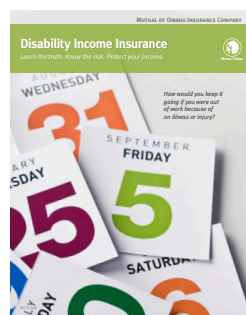
Choose the right DI product for your client with the help of specific product brochures.



KEEP IT GOING BOOKLET

Information lays out the need for DI by answering common questions to get your prospect thinking about his personal need for DI. Think of this booklet as a “pre-sale” piece. You may include it with a prospecting letter or as a stand alone to help start the DI conversation.

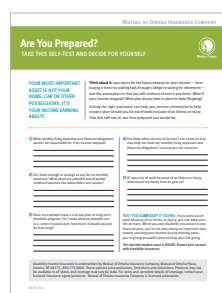
MC35249



NEEDS-BASED BROCHURE

This is an educational, needs-based piece designed to get consumers thinking about their personal situation and protecting their income. The risk that matters most is theirs!

MC35248



KEEP IT GOING DI PREPAREDNESS “SELF-TEST”

Complements the Keep it Going booklet but can stand alone as a single piece. Using the “self-test,” prospects can evaluate their financial situation and shed light on the personal need for income protection.

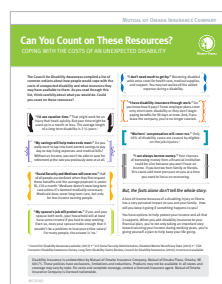
MC35250



DI STATISTICS FLYER

This piece, “Good Reasons to Protect Your Income,” uses key statistics to position the need for DI and income protection. Show clients the truth about disabling illness and injury – especially with clients who prefer facts and statistics to help make decisions.

MC35247



INCOME RESOURCES FLYER

Show how disability income insurance is the best solution to protect lifestyles and financial plans. This piece asks the question, “Which income resources can you really count on?”

MC35265

Whether you are brand new, seasoned in DI sales, or a life producer ready to cross sell, you have bold, bright and fresh DI materials to get sales results. You can order these materials through normal ordering channels.



Find more DI materials, sales tips and resources, including product information, at www.disabilityincomechoice.com