



IP Brokerage is a full service insurance brokerage providing risk management solutions as well as marketing and administrative support to insurance producers and financial professionals. We offer a complete line of the industry's most competitive life insurance, long term care, annuity and disability products.

BROKERAGE UPDATE:
SEPTEMBER 2015

CHECK OUT THESE GREAT LIAM RESOURCES!



SEPTEMBER IS
LIFE INSURANCE
AWARENESS MONTH

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PRUDENTIAL

Prudential Life Insurance Awareness Month (LIAM) eKits now available

September is Life Insurance Awareness Month and its not too late to get started on your marketing campaign. Download Prudential's 2015 LIAM eKit to learn more about possible sales opportunities and find materials you can use with prospects and clients. A successful LIAM campaign starts with great LIAM materials so don't miss out! For more information or to download the eKit, please click [here](#) or call our office for more details.



GENWORTH

Creating a Plan for Living Begins with "What if...?"

What if the unthinkable happens? LIAM is an ideal time to ask clients if they have adequate coverage just in case. According to LIMRA, 83% of consumers haven't purchased more life insurance because they think it's too expensive. But these consumers are over-estimating the cost of life insurance by nearly 300%! Use Genworth's "[Plan for Living](#)" workbook to help clients create plans, identify coverage gaps and more.



LINCOLN

New Strategies and Ideas to Drive Revenue

Life Insurance Awareness Month is a great time to open conversations with clients about their portfolios — either to review their current life policies or fill gaps where life policies could help meet specific needs. Lincoln's materials, available [here](#) or by calling our office, include approach letters, risk analyzers, estate planning guides, and more. It's a great way to reconnect with clients or prospect for new leads.



LIFEHAPPENS.ORG

At LIFE HAPPENS, We've Solved Your Social-Media Problem

The #1 problem with using social media: Finding good (compliance friendly!) content to post regularly. LIFE HAPPENS has solved that problem with a month's worth of prewritten social-media posts, including some from actor and comedian Anthony Anderson, this year's LIAM spokesperson. Click [here](#) to access this material and more. There's one Facebook post and tweet per day that you can use as is or adapt as you see fit.