

LIVE LIFE's JOURNEY

life insurance awareness month

“Do that next good thing by putting financial protection in place with life insurance.”

Danica Patrick

2018 LIAM spokesperson,
professional athlete and entrepreneur



Life insurance and financial planning can take stress out of life instantly. Not only can it help provide loved ones with financial stability, it can ensure the success of a business and future retirement. As we head into one of our industry's most important events this September, Life Insurance Awareness Month (LIAM), focus on putting financial protection in place for your clients with a well-rounded financial plan.

LIAM is a month focused on spreading awareness and educating others about the importance of life insurance in all stages of life. It presents a great opportunity for you to reach out to both new and existing clients to educate them about the benefits of financial planning. Kansas City Life Insurance Company's 2018 LIAM campaign is designed to help you do just that.

Live Life's Journey is about helping your clients prepare for the unexpected. Dreams are made reality by planning, hard work and a pinch of luck. In the process, help your clients put together a map for their financial journey. A good place to start is with life insurance.

For the third year, Life Happens has teamed up with professional athlete and entrepreneur Danica Patrick to stress the importance of life insurance. Having recently

left racing, Danica describes the many changes her life has taken on. Through change, she encourages herself to grow both professionally and personally, "In life, you have difficulties; you have struggles. For me this is where life insurance comes in. It's part of your journey."

In this year's campaign, Danica shares how many aspects of life are just about doing the next best thing for yourself and your family, "I've come to realize that the best things in life are free. And the best way to feel free is to be free of burden. Because I have life insurance, I know everyone will be taken care of if something happens."

This September, encourage your clients to consider their own financial journey. Although life insurance may be difficult to think about, it's essential to a sound financial plan. Whether it is for a client's family, retirement or business, it's time to make sure your client's financial roadmap matches their destination. Step by step, help them put their financial goals in motion with life insurance.

Use LIAM to educate your clients on the importance of a solid financial plan – they're worth it. Don't pass up the opportunity to utilize Kansas City Life's *Live Life's Journey* LIAM resources and Life Happens materials to spread awareness and reach out to your clients.

Danica Patrick is a paid spokesperson retained by the nonprofit organization Life Happens. She does not endorse Kansas City Life Insurance Company or its products or services.

Check out these educational resources showcasing the benefits of having life insurance through Kansas City Life.

You can order your 2018 LIAM materials from Supply at supply@kclife.com.

LIAM Leave-Behind Business Card Flier

Form number: O10186

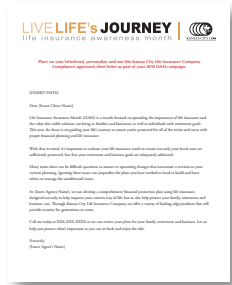
Adhere your business card to this one-page flier that lists three reasons why your clients should purchase life insurance.



LIAM Annual Review Letter

Form number: O10187

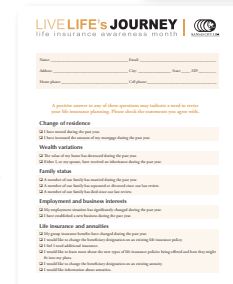
Encourage your current clients to revisit their life insurance needs. Copy and paste the Compliance approved content to your letterhead to mail out to clients.



LIAM Customizable Annual Review Checklist

Form number: O10188

Utilize this checklist with current clients to help them determine whether there is a need for additional life insurance, and with prospective clients to help them see the need for life insurance in general.



For more Life Insurance Awareness Month materials, visit the [Sales and Marketing Center](http://www.kclife.com) on www.kclife.com.



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