

# Disability Income Insurance Producer eKit

## Tools

|                                       |                                                                                                                                                                                                                                                                                       |
|---------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">Conversation Starters</a> | Many producers recognize the need for their clients to buy IDI, but have a hard time transitioning the conversation from one product to another. Use the conversations starters to help you smoothly transition to IDI from another product.<br><b>Target Audience: All producers</b> |
| <a href="#">Social Media Posts</a>    | Use these premade post to get not only get your clients and followers thinking about Disability Insurance, but to also know that it's a product you can help them with. <b>Target Audience: All producers</b>                                                                         |

## Carrier Resources

|                                                |                                                                                                                                                                                                                                                                                               |
|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">Paycheck Protection from A-Z</a>   | From Principal   There are a million reasons to protect your income. Use this quick list to get your clients thinking about just some of the many possibilities they are risking without protecting their income. <b>Target Audience: All producers</b>                                       |
| <a href="#">Illustrating a Basic DI Policy</a> | From MetLife   Most producers are not familiar with the questions, and information needed on a basic DI policy. Use this quick guide to help you get the data needed to insure your client is getting exactly the coverage and protection they need.<br><b>Target Audience: All producers</b> |

## Consumer Pieces

|                                       |                                                                                                                                                                                                                                         |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">Consumer Brochure</a>     | This <b>customizable</b> brochure is an great handout to include in your portfolio of products, not only letting your clients know why they need DI insurance, but that you can help them get it. <b>Target Audience: All producers</b> |
| <a href="#">Consumer Presentation</a> | Once you've got the conversation started, use this quick presentation to help layout the reasons why your clients need DI insurance. <b>Target Audience: All producers</b>                                                              |

*This eKit was packaged and delivered to you with the design to guide you through starting that conversation, and showing your clients why they need income protection through Disability Income Insurance. Please contact us for continued help and suggestions.*

