

Promote Your Agency During Life Insurance Awareness Month

Among back-to-school season, tailgating and the promise of cooler weather, September also marks the start of Life Insurance Awareness Month (LIAM), a national campaign designed to educate consumers on the importance of life insurance and the financial protection that it can offer their loved ones.

This month, as you guide your customers along the journey to financial well-being, Patriot Insurance encourages its agency partners to take advantage of the 2018 campaign resources available from Life Happens Pro to help your life insurance marketing efforts go even further.

It's easy to sign-up, and it's free when you select the basic membership option, which includes access to infographics, flyers, brochures, YouTube videos featuring real life stories and more.

To get started, please [click here](#).

Life Happens Pro also offers Plus and Premium membership options that agents can purchase to unlock additional assets and features, such as the ability to download and customize pieces with your agency's logo. In addition, Plus and Premium members receive access to the official social media campaign calendar, including pre-written Facebook and Twitter posts.

Don't forget to also follow Patriot Insurance's [Facebook](#) page for easy-to-share content to help you drive the importance of life insurance on your agency's social media channels all month long.

Questions? Please feel free to reach out to Rich Pomeroy. Send an email to rich.pomeroy@fmins.com, or call (800) 234-1133, ext. 2412.