

5 tips to make this your best LIAM yet

From tips to maximize your marketing time, to inspiration from an industry pro, North American is here to help you get the most from Life Insurance Awareness Month (LIAM).

1 Schedule your social media content in advance.

North American has new pre-approved social images and copy available for Life Insurance Awareness Month. Pick your favorite posts and take 20 minutes to schedule posts in advance on your Facebook business page.

For each post, download the image, and copy the post copy. Then upload the image, paste the post copy and instead of clicking “post,” click the dropdown arrow and select schedule post. Try scheduling posts for a variety of days of the week and times to see when you get the most engagement from your followers.



[View posts](#)

2 Set a calendar reminder.

Did you know [North American publishes new blog content](#) almost every week? Be the first to know by setting a calendar reminder for Tuesday mornings to check out our blog. If the content is something you think your social audience or clientele would benefit from, give it a share!

3 Get inspired.

Do you feel like you're on your A-game? Join North American for a three-part series, **Being Bold**, with Dr. Kevin Elko. Dr. Elko will share how being bold – in your identity, vision, and activities—can help you win in your business.

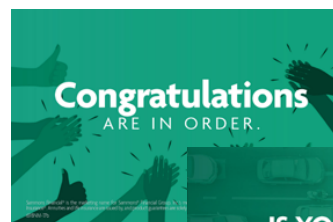


[View preview](#)

4 Engage with those who have engaged with you.

If people are engaging with your posts on social media (likes, comments, or even shares) it might be worth reaching out to them via private message to see if they would be interested in hearing more about life insurance.

You can also reach out to potential or existing clients offline with our new postcards! [Learn more about the postcards and get tips for ordering and sending.](#)



5 Make the ask!

One of the top reasons given for not having life insurance is that no one has asked them.¹ You could be the missing link to help potential clients get the protection they need! [See how the OTCA method provides a framework for reaching out to clients.](#)

1. 2021 Insurance Barometer Study, LIMRA and Life Happens

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Life Happens is a nonprofit organization dedicated to helping consumers take personal responsibility through ownership of life insurance and related products.

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