

LIAM SOCIAL MEDIA PACK FOR LIFE INSURANCE AGENTS



Life Insurance Awareness Month:
Show Up, Stand Out, Start Conversations



SIMPLIFYING YOUR SALES SUCCESS

Leverage IAD's 7 Pillars of Success
to Grow & Scale Your Business

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SUGGESTED WEEKLY POSTING SCHEDULE

3–4 Posts/Week

WEEKLY MIX:

- 1 Educational Post
- 1 Engagement Post (poll, quiz, story)
- 1 Personal or Testimonial Post
- 1 Call-to-Action (CTA)

Best Platforms: Facebook, Instagram, LinkedIn[(Reels optional)]

PLANNER & CALENDAR

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
schedule			1	2	3	4	5
timeline	6	7	8	9 Staff meeting	10	11	12
to do	13	14 - Mr. John 10 AM - Team meeting	15	16 SEMINAR @ New York	17	18	19
memo	20	21	22	23	24	25 break	26
	27	28 Annual Meeting	29	30	31 Conference skype		



15 READY-TO-POST SOCIAL MEDIA CAPTIONS & IDEAS

Educational Post

Post Number	Title	Caption	Visual Tip
1	Why Life Insurance?	"40% of Americans don't have life insurance. Let's change that this September. #LIAM2025"	Carousel with 3–5 reasons to buy life insurance
2	Myth vs. Fact	"Myth: Life insurance is only for the wealthy. Fact: Term life can cost less than \$1/day. #LifeInsuranceAwarenessMonth"	Side-by-side graphic: Myth vs. Fact
3	Life Stages Timeline	"Here's when most people buy life insurance (and why). Are you in one of these life stages?"	Timeline graphic (marriage, new baby, home purchase, etc.)
4	How Much Coverage?	"A good rule of thumb: 10–12× your income. I can help you find the right fit."	Simple calculator or income multiplier graphic
5	FAQ Friday Video	"Is medical testing required for life insurance? Depends on the policy! Let's break it down."	Short video or Reel

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Engagement Posts

Post Number	Title	Caption	Visual Tip
6	Quick Poll	"If something happened to you tomorrow... could your family cover the bills for 6 months? Options: Yes / No / Not Sure"	Use built-in poll feature or design a poll graphic
7	Mini Quiz	"Which of these triggers a life insurance need? A) Cost B) Confusion C) Procrastination D) Don't know where to start"	Use quiz template or multiple choice slide
8	Conversation Starter	"What was YOUR first experience with life insurance? I'd love to hear your story."	Smiling face or lifestyle image
9	Reaction Post	"You bought life insurance and now your future self has one less thing to worry about. How does that feel?"	Use a funny or warm GIF
10	Survey Slide	"What stops most people from buying life insurance? A) Cost B) Confusion C) Procrastination D) Don't know where to start"	Survey question on a clean slide

15 READY-TO-POST SOCIAL MEDIA CAPTIONS & IDEAS

Personal & Trust Building Posts

Post Number	Title	Caption	Visual Tip
11	Why I Do What I Do	"Helping families protect their future is personal for me. Here's why I became a life insurance agent."	Candid photo or video of you talking
12	Testimonial	"Thanks to [Your Name], I now have peace of mind for my kids if anything ever happened to me.' – Happy Client"	Client quote over lifestyle photo
13	Family Photo Post	"Life insurance isn't about dying. It's about the people you live for."	Family photo or stock image of a happy moment



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Sales Call To Action [CTA] Posts

Post Number	Title	Caption	Visual Tip
14	Book a Free Quote	"Life insurance doesn't have to be scary, expensive, or complicated. Let's talk. No pressure. Just options."	Link to your scheduler or quote form
15	Offer Countdown	"Life Insurance Awareness Month ends Sept 30! Book your no-cost life insurance check-up before the month ends."	Countdown graphic or calendar overlay



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Extra Tips to Boost Engagement

- Use a clear CTA: DM, book, comment, or share
- Respond to every comment (boosts your reach!)
- Keep your images simple, bright, and branded
- Reuse content in different formats (post, story, video)

HASHTAGS TO USE

- #LIAM2025
- #LifeInsuranceAwarenessMonth
- #PeaceOfMind
- #InsuranceMadeSimple
- #RealTalkRealCoverage
- #IndependentAgentsRock

WANT CUSTOM GRAPHICS OR REEL TEMPLATES?

Ask your IAD Marketing Team about options based on your Advantage Tier:

- **Tier 1: Use your 5 free branded post templates**
- **Tier 2:** Eligible for custom flyer designs to support your social
- **Tier 3:** Already have a full content calendar — let us help you launch it!

Need help? Email marketing@iadbrokerage.com

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START YOUR JOURNEY WITH IAD AND UNLOCK YOUR BUSINESS POTENTIAL!

YOUR SUCCESS IS OUR MISSION...

When you choose Insurance Advisors Direct, you're not just selecting an FMO; you're gaining a dedicated business ally. Our 7 Pillars of Success are designed to help you grow, scale, and thrive.

We're grateful for your interest in partnering with us. Our agents and partners are the heart of our success, and your dedication makes IAD stand out. Thank you for being part of our journey!

READY TO ELEVATE YOUR BUSINESS?

Join the IAD team and unlock exclusive perks and incentives, including:



**CARRIER INCENTIVES
AND BONUS PROGRAMS**





**TOP PRODUCER RECOGNITION
AND REWARD TRIPS**



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