

Dear Branch Sales Manager:

**WELCOME TO THE 2014 LIFE  
INSURANCE AWARENESS MONTH  
(LIAM) EVENT—LIFE ROCKS!**

Marketing and sales operations have partnered to provide your team with life insurance sales tools, great incentives and some rockin' team-building opportunities. **The goal: Make the most out of this important month and ultimately drive life insurance sales!**



**HIT THE GREEN ROOM**

Get ready to let that rock star inside break free—throw on your Kiss wig, pull on the platform heels and spandex and introduce your team to the Life Rocks promotion that's singing with incentives. To help you plan your concert kick-off, we've included some tools to get you started: a **LIFE ROCKS T-SHIRT**, **GUITAR PICKS** for your team, and **INCENTIVES POSTERS**. A **BANNER** for display will arrive in a separate package in a day or two.

**MAKE YOUR LIFE INSURANCE SALES SING**

Use this month-long campaign to encourage your team to introduce life insurance concepts to customers. For those who excel, the incentives are rockin' with **IPAD GIVEAWAYS** and **CONCERT TICKETS** through the month of September. The more applications they submit the more chances they have to win! Rules enclosed!

**PHOTO CONTEST—BANKERS LIFE STYLE**

Embrace the Life Rocks theme with your team! Gather up a group from your branch and think of a song title or lyrics with the word "life" included. It can also be a parody on a song title or lyric—**GET CREATIVE!**

After you've chosen your "life" line, now it's time to dress the part and snap a photo of your team in costume! Then enter your photo and your "life" line for a chance to win a **BANKERS LIFE BRANDED ELECTRIC GUITAR AND DISPLAY CASE** for your branch! Online nationwide voting on BSPN will pick the favorite. Now that's something to sing about!**Details coming soon!**

**WEEKLY SALES SET LIST**

We want to make sure your team has the sales tools they need to have a hit in September. Weekly sales set lists will provide what you need to keep Life Rocks rollin' during the month. The emails include information on **WEEKLY WEB EX SALES SESSIONS**, **TOPICAL PRESENTATIONS** and **SALES TOOLS** to utilize with your team.

**Take this opportunity to have a little fun, motivate your team, drive life sales and set the stage for a strong close to 2014.**

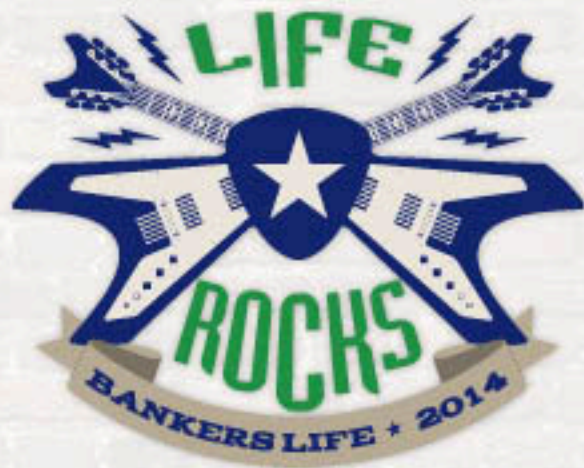
**ROCK ON,**

Mike Buckley  
Lead Singer, Bankers Life Sales and Distribution

**GET READY TO ROCK!  
Kit includes supplies  
for your branch  
and satellites!**



Put your talents  
center stage for a  
chance to win a guitar!



It smells like team spirit! Give your agents creative license for a chance to win a **BANKERS LIFE BRANDED ELECTRIC GUITAR AND DISPLAY CASE** for your branch. This interactive team-building contest will make your life sales sing during Life Insurance Awareness Month (LIAM)!

To enter, follow these **THREE EASY STEPS**:

1. Gather a group from your branch and come up with a song title or lyric with the word "life" included. It can be a parody on the title or lyrics-**BE CREATIVE!**
2. After you've crafted your "life" line above, now it's time to dress the part. Snap a group photo of your team in costumes that best represent your chosen "life" line.
3. To qualify, attach your group photo and corresponding "life" line to [Life\\_Rocks@banklife.com](mailto:Life_Rocks@banklife.com) between Tuesday, September 2, 2014 and midnight, Friday, September 12, 2014.

Check out the latest version of the [official rules](#), drum

## Live Shows: WebEx Trainings

### Universal Life Training

Cody Hebden

Wednesday, September 3

10:00 AM CST

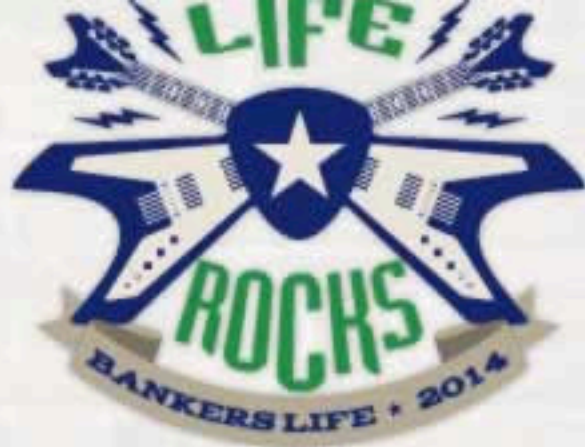
### Insurance Desk Training

Cody Hebden

Friday, September 5

10:00 AM CST

TIME TO TAKE A BOW—AND  
VOTE FOR YOUR FAVORITE  
**Who will win the battle of the  
branches? The branch with  
the most votes—that's who!**



The photo and lyric contest to win  
a BANKERS LIFE BRANDED  
ELECTRIC GUITAR AND  
DISPLAY CASE for your branch  
ends today at midnight-voting  
starts **Monday, September 22,  
2014.**

**Voting closes** Friday, September  
26, 2014 at midnight.

To place your vote, go to [BSPN](#) >  
**Earn > Contests & Incentives >  
Life Rocks.**



## See who won

The winner, chosen by  
nationwide online voting, will be contacted by email.  
The winner will also be announced on BSPN and via a  
special email blast on September 30, 2014. If there is  
a tie, Home Office will conduct an internal vote to pick  
the winner.

## Live Shows: WebEx Training

### Life Underwriting Overview

**Cody Hebden**

**Monday, September 22**

**2:00 PM CST**

### **PERFORMER OF THE WEEK** **Devin Degeeter**

**Universal Life Training**

**Wednesday, September 24**

**2:00 PM CST**