



Website recommendations

Refer to the information below for website ideas and tips on the most efficient ways to keep Principal Life information current for your producers. We always recommend linking back to Virtual Supply – that way, your website will always have the most current version available. Plus, it's accessible without a login!

Applications

If you house carrier applications on your website, link to our public [Create Application Packet](#). Producers can quickly select the state and program/product being offered, ensuring they have all the necessary forms to submit an application.

Marketing Tools

Testimonials

- Claimant testimonials:
 - Variety of occupations:
 - [JJ1808](#) – corporate employee
 - [JJ1740](#) – executive
 - [JJ1798](#) – financial advisor
 - [JJ1330](#) – husband/wife,
 - [JJ1275](#) – sole proprietor
 - [JJ1264](#) – series of stories
 - [JJ1628](#) – teacher
 - Medical occupations:
 - [JJ1371](#) – doctor
 - [JJ1314](#) – ER doctor
 - [JJ1577](#) – nurse
 - [JJ1263](#) – pharmacist
 - Audio/visual:
 - [DI and DIRS](#) – executive
 - [DI](#) – doctor
 - [DI](#) – corporate employee
- Industry sites with real life stories:
 - Council for Disability Awareness: www.disabilitycanhappen.org/stories/
 - LIFE Foundation: www.lifehappens.org/reallifestories/disability-insurance/

Industry Statistics & Resources

- Share common [statistics](#)
- Council for Disability Awareness: www.disabilitycanhappen.org/
 - *Example:* Create a banner that links to the CDA's site. "Be better prepared for a disability. Use this [resource center](#) to find out how."
- CDA's Personal Disability Quotient: www.whatsmypdq.org
 - *Example:* Create a banner that that says, "[Estimate your chances of becoming disabled](#) with the Personal Disability Quotient calculator."
- CDA's Earnable Income Quotient: www.whatsmyeiq.org

- *Example:* Create a banner that says, "[Estimate your earnings potential](#) and see what you could lose if you don't prepare for the unexpected.
- Defend Your Income: www.defendyourincome.org
 - *Example:* "Defend Your Income. [Learn how to defend your paycheck.](#)"
- LIFE Foundation: <http://www.lifehappens.org/disability-insurance/>

From Here to Security (FHTS)

- Interactive Calculator: www.principal.com/disabilitycalculator
 - Mobile: <http://m.principal.com/calculators/disability.html>
- Overall program review: www.principal.com/disabilitysecure
- Consumer Booklet: [JJ1131](#)

Needs-Based Tools

For Individuals

- Life and DI Combination Sale – [LH133](#)
- Protect the Right Assets – [JJ1130](#)
- Know the Facts – [JJ1260](#)
- Protection You Can't Afford *Not* to Have – [JJ1386](#)
- What if You Couldn't Make Your House Payments (Simplified) – [JJ1277](#)

For Businesses

- IDI Priority Checklist – [JJ1640](#)
- Approach Brochure – [JJ1641](#)
- DI Triple Threat – [JJ1373](#)
- More Coverage, Less Cost – [JJ1622](#)
- Disability Income for Your Key Employees – [JJ764](#)
- Keep Your Business Secure – OE Worksheet – [JJ1060](#)
- Key Person Employer Flyer – [JJ1363](#) | Employee flyer – [JJ1366](#)
- How Will You Keep Your Business Open (Exit Planning) – [JJ1009](#)
- Could You Stay in Business – [JJ1280](#)

Videos and Brainsharks

- **Video Presentations: On YouTube**
 - *The Need for DI – Two Minutes*
www.youtube.com/watch?v=glgohZZmHug
 - *Protecting Your Income – Infographic video*
http://www.youtube.com/watch?v=v-E_mzRfIXs&list=PLE9EBD6F23C93333A&feature=share
 - *Solutions at a Discount – Multi-Life*
<http://www.youtube.com/watch?v=geh6ZqxuaDE&feature=share&list=PLE9EBD6F23C93333A&index=6>
 - *Understanding the IDI Underwriting Process*
http://www.youtube.com/watch?v=8vEjrgOD_40&feature=share&list=PLE9EBD6F23C93333A&index=3
 - *What to Look for In an Individual DI insurance Policy*
<http://www.youtube.com/watch?v=KkxS6xmgaNo&feature=share&list=PLE9EBD6F23C93333A>
- **Brainshark Presentations**
 - *Consumer*
Is your financial institution protected?
www.brainshark.com/brainshark/vu/view.asp?pi=422896602

- *Back to Basics with Disability Insurance*
www.brainshark.com/pfg/Back_to_Basics
- *Overhead Expense Insurance (including Business Loan Protection rider)*
www.brainshark.com/pfg/OE_BLP
- *Need for Disability Insurance - occupation neutral*
www.brainshark.com/pfg/NeedforDI
- *Need for Disability Insurance - medical professionals*
www.brainshark.com/pfg/NeedforDI_Medical
- *Continue Saving for Retirement*
www.brainshark.com/pfg/DIRS
- *Thank You For Purchasing Life Insurance; Consider Income Protection*
www.brainshark.com/pfg/thanks

Producer

- *Target Market Characteristics*
www.brainshark.com/pfg/vu?pi=zGvzSxFPxz3T8Mz0
- *Benefit Update Rider*
www.brainshark.com/pfg/benefitupdate
- *Save Time with TeleApp*
www.brainshark.com/pfg/_TeleApp
- *DI Retirement Security (DIRS)*
www.brainshark.com/pfg/vu?pi=526861177
- *Dispel the Myth: Simplified Disability Insurance*
www.brainshark.com/pfg/SimplifiedDI
- *From Here to Security*
www.brainshark.com/pfg/vu?pi=876677944
- *Why Disability Insurance With Principal Life*
www.brainshark.com/pfg/vu?pi=507931816
- *Disability Needs of Business Owners*
www.brainshark.com/pfg/vu?pi=296484099
- *Combination Sales Save the Day*
www.brainshark.com/pfg/vu?pi=346085799

Product Information

Portfolio Offering

- Product and Services Guide – [JJ 1146](#)
- Navigational Flowchart – [JJ1185](#)

Product Tools (Policy Highlights)

<p>Product Overviews – Producer Viewable</p> <ul style="list-style-type: none"> ● Individual Disability Income - JJ1674 ● Key Person Replacement - JJ1699 ● Overhead Expense <ul style="list-style-type: none"> ○ HH702/HH789 - JJ1648 ○ HH670/HH678 - JJ1751 ● Disability Buy-Out <ul style="list-style-type: none"> ○ HH703 - JJ1700 ○ HH673 - JJ1750 <p>Sales Program Profiles</p> <ul style="list-style-type: none"> ● DI Retirement Security - JJ1709 ● Employee Benefit Solutions - JJ1726 	<p>Policy Highlights – Client Viewable</p> <ul style="list-style-type: none"> ● Individual DI insurance – JJ1507 ● Overhead Expense insurance – JJ1639 ● Business Loan Protection rider – JJ1368 ● Disability Buy-Out insurance – JJ1046 ● Key Person Replacement – JJ1364
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Sales & Educational Information

- Buy It On Yourself – [JJ1670](#)
- Sample Approaches – [DI8583](#)
- Personal Needs Marketing Guide for - [JJ1662](#)
- Employee Benefits Marketing Guide - [JJ1720](#)
- Target Market – [JJ1385](#)
- Employer Multi-Life Overview – [JJ1278](#)
- GSI Process – [JJ1310](#)
- DI Retirement Security – [JJ1189](#)
- Simplified
 - [JJ1177](#) (for individuals)
 - [JJ1576](#) (for business owners)
- Consumer Flip Chart – great starting point to illustrate the need for disability insurance.
 - PDF: [JJ1151](#)
 - Animated: www.principal.com/diflipchart

Underwriting Support

- Recent Enhancements – [DI2267](#)
- Pre-Screening Questions – [JJ1249](#)
- Understanding Underwriting (client use) – [JJ1377](#)
- About TeleApp (client use) – [JJ 1296](#)
- What Accept a Modified Policy – [JJ1258](#)