

ENGAGING THE BLACK COMMUNITY WITH LIFE INSURANCE

MARKETING GUIDE FOR PRODUCERS

Introduction

Did you know that almost a third of Black Americans say they are looking for a financial professional to help them?

That was the finding from the [***Black Americans: Life Insurance Ownership and Attitudes***](#) special report, which came from the results of the [2021 Insurance Barometer Study](#) by Life Happens and LIMRA.

In addition, COVID-19 has raised awareness about the need for life insurance, but the need is heightened in the Black community: 38% said the pandemic has been a wake-up call for them about the need for life insurance. For the general population, that number is just 31%.

Plus: 75% said they needed life insurance, but ownership sits at just 56%.

That means **the Black community is ready for your advice and expertise to help them get the life insurance coverage they know they need.**

Life Happens has worked closely with its Diversity Advisory Group to tailor marketing resources that speak directly to the Black community and the myths and misconceptions that may stand in the way of getting life insurance.

This guide provides strategies and tips you can use to better serve the Black community. We encourage you to follow us on social media to see and share the latest content and [sign up for our email list](#) to receive new resources and updates.

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)

Key Messages

There are five common myths and misconceptions within the Black community around life insurance.

Myth #1: “Life insurance is only for final expenses.”

Fact: Life insurance can provide living benefits, cover your family’s expenses after you’re gone, and help you leave a financial legacy.

Myth #2: “I’m not trying to give anyone a free ride. My parents taught me to work hard, and that’s what I’m doing for my kids.”

Fact: Policies can include living benefits, which allow you to access some of the proceeds before you die.

Myth #3: “I already have life insurance through my job. That’s enough!”

Fact: It’s typically not enough to cover your loved ones’ expenses for a prolong period, and coverage could be lost if you change your jobs.

Myth #4: “I won’t be there to spend the life insurance benefit.”

Fact: With permanent life insurance, for example, you can accumulate “cash value,” which you can tap for any purpose, such as a down payment on a home, college tuition or an unseen financial expense.

Myth #5: “Life insurance is too expensive.”

Fact: Most people overestimate the cost of life insurance by 3x or more.

Life Happens’ mission as a nonprofit organization is to empower consumers by educating them about life insurance and its related products so they can protect their loved ones.

How to Get Started

Get started right now with these quick steps

Note: [Log in](#) to your Life Happens Pro Plus or Premium account to download resources. If you don't have an account yet, [learn more here](#). If you're having trouble logging in or would like to know more about upgrading to Plus or Premium, contact support@lifehappens.org.

Step 1: Combat the myths around life insurance head on. Our [series of five standalone educational Life Insurance Myths flyers](#) and companion social-media graphics identify and address common misbeliefs about life insurance. Use these pieces to engage individuals or large groups and help change the Black community's perception about life insurance, one conversation at a time.

Step 2: Share Real Life Stories that highlight the power of life insurance in action. These stories — from real people who benefitted from life insurance — are powerful demonstrations of the benefits of different types of policies.

- The [Ernesto Hines Real Life Story](#) shares how “Peanut” Folks was able to pay off debt and pass his auto body repair shop to his son, Ernesto, when he was diagnosed with advanced-stage lung cancer. Thanks to the accelerated death benefit in his life insurance policy, he was able to see it happen.
- The [Tonia Wachtel Real Life Story](#) shares how the Wachtel family was able to spend quality time together, thanks to the accelerated death benefit in her husband's policy, after Don was diagnosed with an inoperable brain tumor.

Step 3: Share our [Dream On](#) video PSA. Leverage the power of storytelling and use this emotional video to connect with your audience.

Step 4: Share our graphics on social media. Use Life Happens' [graphics for your social-media outreach](#), which include 2021 Insurance Barometer Study statistics, life hints, myths and Real Life Stories. And keep in mind that this content can also be used in other ways, like for general outreach in presentations, newsletters, your website and more.

How to Take Advantage of the Resources

Use this sample plan to inform your marketing strategy

Before you begin:

- **Download all the available content in the “[Engaging the Black Community](#)” collection** from Life Happens Pro, which includes flyers, videos, social-media graphics, Real Life Stories and more.
- **Personalize the resources** by using your Plus or Premium account to add your logo, contact info, etc. Reach out with any questions to support@lifelifehappens.org.
- Visit the [Black Americans: Life Insurance Ownership and Attitudes special report](#), which has focused data and insights from the 2021 Insurance Barometer Study.
- Watch this industry webinar on [Improving Life Insurance Coverage for Black Americans—5 Myths and Misconceptions](#) with financial professionals Delvin Joyce and Kristen Hall Eskew for solutions to dismantle myths and ways to be more impactful in the Black American marketplace.
- Read this companion consumer-facing blog post, [5 Myths the Black Community Has About Life Insurance](#), for more insights from Delvin Joyce.
- Get acquainted with the helpful resources and tools on **Life Happens’ website**, including our [Life Insurance 101 page](#) and [Life Insurance Needs Calculator](#).
- Learn more on our [Life Happens Pro Blog](#), featuring insurance industry tips and best practices.

Suggested Uses

- **One-on-one discussions:** Share the *Life Insurance Myths* flyers when clients or prospects express certain misconceptions about life insurance. Use the Real Life Stories to share how others have used their policies, and refer to the Barometer data for guidance and to drive home your points.
- **Group discussions:** Use each *Myth* flyer as a topic of discussion for a series of agent-led lunch-and-learns. Kick off each day with a corresponding social post using the myth graphics. Or use all five myth topics together as talking points for a more formal presentation — be sure to [insert the graphics](#) in your presentation!
- Share Life Happens' [new video, *Dream On*](#), with your clients and prospects. This emotional PSA really shows how life insurance can help those you would leave behind if something happened to you.
- **Get active on social media.** Schedule and share posts with suggested captions, or adapt to fit your needs.
- Consider sharing your own story or your client's story through Life Happens' [Real Life Stories Program](#). These stories from real people who benefitted from life insurance are powerful demonstrations of the benefits of different types of policies. Have your own client success story to share? [We'd love to hear it](#). Diversity is highly encouraged.

Best Practices

Whether conducting an individual meeting or engaging a group, insurance professionals are encouraged to keep these best practices in mind:

- **Empathy:** Changing a client's or prospect's longstanding beliefs about life insurance will take time. Seek to understand the origins of their beliefs.
- **Inclusivity:** A client's or prospect's beliefs about life insurance are likely shared. Include family members and other thought partners in discussions on these resources.
- **Audience:** Think broadly when brainstorming audiences to engage with *Life Insurance Myths*. In addition to existing clients, prospects and centers of influence, consider the following affinity groups:
 - Houses of Worship
 - Book Clubs
 - Investment Clubs
 - Alumni Associations
 - Professional Associations
 - Employee Resource Groups
 - Parent-Teacher Associations
 - Volunteer Service Organizations
 - Other Affinity Groups

Questions?

Have any questions or want to tell us about what you're planning?

- Contact the team at support@lifelifehappens.org.
- Have questions specifically about social media? Reach out to Corey Goodburn, Life Happens' Social Media Coordinator, at cgoodburn@lifelifehappens.org.
- Share your success with us! Email the Life Happens team a support@lifelifehappens.org with your successes, photos or metrics that we can share.
- Join our [email list](#) so you get the latest information on new content, webinars, and opportunities.