



Mutual of Omaha

LTC Awareness Month



November is LTC Awareness Month. Time to Start the Conversation.

No one likes talking about getting older. And most people don't want to think about a day when they may have to rely on some else for help. Yet planning for that day is something everyone should do.

If you find it difficult to start the conversation about LTC planning, here are some tools to help get people talking.



What Matters Most?

Use this [prospecting self-mailer](#) to find people who are interested in talking with you about their concerns and needs for the future.



Concept Marketing

Use this concept-based [brochure](#) and [postcard](#) to tell a compelling story your clients can relate to.

Looking for Sales Ideas?

Our [LTC Sales Ideas booklet](#) is packed with tips for turning your clients' needs and concerns into sales.



Note: Materials can be ordered using your normal ordering process.