



Life Insurance Guide

Clear, factual education for consumers – practical content support for advisers

Life Insurance Guide aims to make life insurance easier to understand. It provides clear, factual and high-quality education and resources that help Australians learn how life insurance works, what it covers, and why it matters. It is not sales content – it is education that supports good advice.

For advisers, it is a practical and cost-effective way to enhance communication and connection. Life Insurance Guide offers a growing library of quality, advice-supportive content for client conversations, newsletters, follow-ups and social sharing – helping you stay visible, add value and build relationships with clients and referral partners.

Advisers also gain profile exposure through the directory, reinforcing their brand and extending reach as the site grows. All of this for a low monthly cost **\$79 + GST**.

The key elements of Life Insurance Guide

FOR CONSUMERS

Life Insurance Education

Clear, neutral and easy-to-read information to help Australians understand life insurance – what it is, how it works and why it is important.

FOR YOUR CLIENTS AND REFERRAL SOURCES

Life Insurance Content Library

A ready-to-use content library for advisers – supporting client discussions, newsletters and social posts, and helping you stay top-of-mind.

FOR YOUR PROFILE

Grow Your Reach

The Adviser Directory provides professional exposure and the ability to publish your own insights – extending your presence as the platform grows.

Check it out. Recently launched and already rich with practical content. Visit lifeinsuranceguide.com.au or explore a few recent articles below.



Claims

Do Life Insurers Really Pay Out? The Latest Numbers Say Yes

It's one of the most common myths – that insurers never pay. In reality, the data tells a very different story....



Business

Business Succession Planning - Why It Matters and How It Works

If you're in business with one or more partners, you've probably spent years building something together – time, energy, capital...



General info

Guide to Life Insurance Terminology

Understanding the different names and products that often cause confusion. Life insurance terminology, general terms and definitions can be confusing....



Claims

What to Do When Someone Dies

A step-by-step guide to help you navigate the difficult time following the loss of a loved one in Australia. Losing...



Underwriting

Health Disclosures: What You Need to Know

Insurance might not be the most exciting thing to talk about, but if you're applying for life insurance or any...



General info

Life Changes and Insurance: Why Regular Reviews Matter

Having life insurance in place is an important step – but it's not something you can simply "set and forget."...

[Start your profile here](#)

[More details](#)

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By joining Life Insurance Guide, you can start leveraging quality content, repurpose your own material and support an initiative focused on improving how Australians understand life insurance.