

Think about this: “Some examples of pitching the need for life insurance to your clients?”

Protect your most valuable asset, your family, with Life insurance.  
**As a result of inadequate coverage, many surviving spouses reported:**

- Taking a second job
- Working longer hours
- Borrowing money
- Withdrawing money from savings, including retirement accounts
- Selling the family home

You have a way of preventing this from happening.

**How long will you live?**  
*You can't predict. You can't prevent. But you can plan.*

You CAN protect with life insurance.

Life is uncertain.....  
**Could your family meet ongoing expenses of**

- Mortgage/Rent
- Car payments
- Food and clothing
- Education expenses
- Health care
- Childcare, housekeeping
- Credit card payments

You can plan for this with life insurance.

Life Insurance proceeds pay for

- ⇒ Final Expenses/debts
- ⇒ Survivor's needs

You can help with the challenges your survivors face.

**DON'T HAVE LIFE INSURANCE?**  
You're not alone.  
41% own an individually purchased policy  
**81%** of Americans say they need life insurance

Sources: Life and Health Insurance Foundation for Education LIMRA International

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