

Think about this: **Are you focusing on the Women for insurance needs?**

**Fact #1:** Women make up 51% of the US population

**Fact #2:** 142 million are in the age group 20-54 which is considered the prime years for buying life insurance.

**Fact #3:** Only 40% of women own a life insurance policy and just 36% have coverage through employment, much lesser than their male counterparts in both cases.

**Fact #4:** Those with coverage are mostly under insured in proportion to their annual income.

**Fact #5:** In most households, women are the key decision makers when purchasing a life insurance policy.

(Courtesy: Research conducted by LIMRA and LIFE)

**What does this say to you?**

- Do not forget to ask your male client about coverage for his spouse.
- Visit your current women clients about buying additional insurance if there has been a change in their income.
- Appeal to the emotional realities of a life insurance policy being used to pay for children's college expenses, pay off debts through loans and usage of lump sum by survivors to take care of immediate expenses.

***What is left to say than Good Luck with selling!***

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