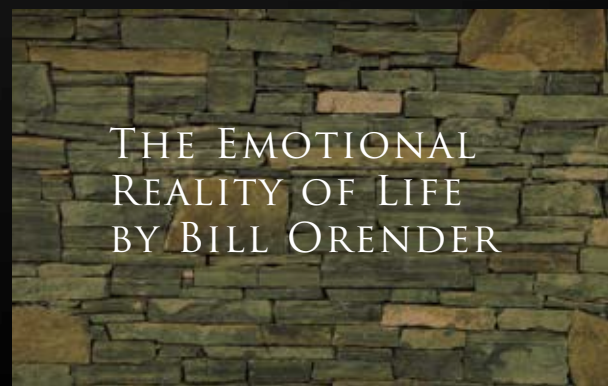


*"YOU CAN HAVE LIFE
INSURANCE WITHOUT LOVE,
BUT YOU CANNOT HAVE LOVE
WITHOUT LIFE INSURANCE."*

—BILL ORENDER



THE LAST LOVE LETTER



THE UNFORTUNATE LOSS OF ONE'S SPOUSE TO DEATH IS A TRAGEDY BEYOND WORDS.



IT'S "UNTHINKABLE."

Few people realize that there are *two* deaths when a person dies. The first is the physical death. The second is the unanticipated and the shocking *financial death*. When your client has a money issue it makes *everything* else in his or her life an issue.

The LAST LOVE LETTER is a private, personal and hidden letter that a loving spouse or committed and dedicated parent writes. It is realized in the form of a death claim proceeds check. It is a symbol of an enduring stream of emotion that keeps giving from beyond the grave. Is your client's LOVE LETTER written? What does it say or express to his or her beloved life partner or dependent children?

PROTECT YOUR CLIENT'S LOVED ONES

Love Filled

"You can have insurance without *love*, but you cannot have *love* without insurance." Isn't your client's assurance with life insurance really a love-filled promise? Wouldn't he or she feel at *peace* when he or she can look into the eyes of those they love, who love them, and say: "I love you so much that I have *provided for you* so that you will *financially want for nothing* if I'm not here."

"I Promise"

Marriage and its commitments are *promises*. A promise to protect and provide, by any and all means, when financial tragedy strikes. Can your client be counted on to keep his or her *financial promises* should his or her spouse die?

A Symbol

A wedding ring is not just a piece of jewelry; it's a *significant* symbol of your client's commitment, pledge and duty as a protector and provider. Life insurance is also a *significant* symbol of how your client sees his or her family in worth, love, dignity, respect, and in the peace of mind he or she deserves. Your client's family deserves protection, don't they?

Emotions

Those who don't receive a LOVE LETTER probably feel bitter, disappointed, hopeless, sad, fearful, vulnerable, burdened, humiliated, lost, and forsaken.

Those who *did* receive a LOVE LETTER on the other hand might feel grateful, peaceful, loved, praised, hopeful, protected, and honored.

What emotions do you want your client's cherished loved ones to feel?

A New LOVE LETTER Every Month

Life Insurance (assurance) is a way for your client to explicitly demonstrate love to his or her family. A LOVE LETTER *gives* love and *keeps giving* long after your client's lips can no longer express it. The love message shouts out, "I love you and I always will!" Every time a monthly check from the interest on your client's death benefit proceeds comes, it renews and is *evidence* of the love and of your client's pledge to love his or her family *forever*. Wouldn't that best describe how your client loves his or her dependents? Has your client left the evidence of his or her love in the form of a LOVE LETTER that has a *beneficiary*?

Is Your Client's Story Going to Be a Great Example or a Terrible Warning?

There is no sadder story than to hear from a widow or widower whose family struggles financially when it could *easily* have been avoided, especially since most friends and relatives have little money to help.

The *warning* is shouted from the grave of someone who did not have life insurance protection: "Please don't allow it to happen to you and your children, too. Protect them!" Help your clients become a great example, not a terrible warning.

Guardian Angel

What if your client had one? They are sent to serve in advance of only what is foreseen. A guardian angel may come in the form of *you* — the representative of an insurance

company. Has your client had an appointment with you — their "angel" — or did they dismiss you with a "not now?"

Feeling Forsaken

An acquaintance had a relative who died without insurance because "he didn't believe in it." He financially abandoned his widow and children without protection after promising that he would "be there" for them. Now, she feels *forsaken*. She cannot shake the rage and anger she feels toward him, which in turn makes her feel guilty. What memory will your client leave his or her family? *Anger or gratitude?*

Assurance Comes from Insurance

Assurance removes doubt, eliminates fear and inspires confidence. Life insurance assures your client's precious family that, if the unthinkable happens, the family finances can be exactly as before. Wouldn't your client sleep better knowing that he or she can *assure his or her family* that a financial storm or catastrophe, due to death, would not *ruin* or permanently *harm* them?

A Natural Instinct to Protect

Protecting our loved ones is instinctive and in our nature. We can't control it. Life insurance is the natural resource of a loving parent. Their instinct is to protect their children. They would give their life to save a loved one's life. Loving parents trade and sacrifice dollars each day the same way a person gives their bodies as a sacrifice for their spouse or children. Doesn't your gut tell you to *assure* your client's dependents with life insurance?

Split Up the Kids?

When my wife and I made our last will and testament, we had three children. The lawyer asked who would be the guardian if we both died. We gave a relative's name. He asked if we had enough money from life insurance to give to the guardians to build two or three new bedrooms onto their home because all their bedrooms are filled with their own children. Can they afford three additional dependents on their incomes? If not, they would have *no choice* but to *split* the children up to *anyone* who could *afford* them. Is your client financially prepared with enough insurance so his or her children would never be split up? Or would they become burdens instead of the blessings they are now?

Did You Hear the Joke about Life Insurance?

You know who isn't laughing? The widow or widower who has to bury their best friend, the love of their life, their soul mate, then have to make the house payment and feed, clothe and pay for raising their children with *no money* and no one coming to the rescue with any. It often becomes a 20-year financial nightmare. Is money for a grieving spouse a laughing matter to your client? I'm sure it's not.

Even Good People Have Insurance Blind Spots

There's a lesson in the Bible. The wife of a man from the company of the prophets cried out to Elisha, "Your servant, my husband is dead and you know that he revered the Lord. But now his creditor is coming to take my two boys as his slaves."

Can your client's blind spot about life insurance create tragic consequences for his or her family like it did for this innocent woman and her boys?

YOUR FINANCIAL OBLIGATION

Who Wants Insurance?

I don't want car insurance or home insurance. Who does? If a tragedy occurs, I want my life to be the same as it was before; I want a *check* to replace what was taken from me when tragedy caused me financial harm. Life insurance is protection — financial protection — a financial umbrella of sorts. It protects and brings back to normal your client's family's finances just as they were before the tragedy. What's more devastating financially? Losing a car, a home, or an *income-producing* spouse?

A Right to Be Protected

When we say, "I love you," when we commit to our family by saying "to have and to hold until death do us part," our loved ones have a right to expect us to protect them. Do your client's financial plans include protecting them?

Financial Infidelity

The definition of infidelity is: "Not true to duty, obligation or promises." Does your client know that he or she can be unfaithful *financially*? For example, when your client *purposefully chooses* to spend his or her money in places of less importance than what his or her marriage and children are owed. All your client's family wants is for him or her to live up to his or her promises to do right by them and to honor his or her *commitment* to them.

"I Don't Need Life Insurance"

Correct! Your client doesn't. He or she is dead! Why should he or she care? *Because life insurance is for the living dependents who are left behind.* They are at the mercy of your client's love. They are totally unable to take care of themselves financially. If not your client, who can they rely upon? Is anyone else coming to the rescue?

Financial Famine

When there is plenty of water, water is an afterthought. When there is a drought it becomes the *only* thought.

All of us pray for nonstop blessings. But wisdom and prudence say we must prepare. In Texas there is one natural lake; the rest are man-made reservoirs to protect communities in case of a drought. We all know to "stock up" when it looks like lean times might be ahead.

Life insurance *protection* in case of death is a wise and *prudent* preparation for a famine that is caused when an income producer's paycheck stops. Death can be as unpredictable as droughts and famines. These kinds of events occur and this devastation can be *avoided* with life insurance.

The Financial Generation Curse

The "curse" often begins when a person dies and leads to financial catastrophe. What remains is a single parent, with no money, which often manifests as children with a lack of ambition.

Your Responsibility Is Decreasing

When your client is young, and has young children, a mortgage and debt, the loss of your client's income would crush your client's dependents financially. Your client's need for the greatest amount of life insurance coverage is for the prime period of 15, 20 or 25 years. As your client's children get older your client will likely need less money because responsibility decreases.

Life insurance fills a temporary need until your client's savings are sufficient enough to replace his or her client's dependents' need. Isn't it nice to know insurance is for a need, not a lifetime?

"I Can't Afford It"

What does your client spend daily on gourmet coffee, energy drinks, soft drinks, lunches, or entertainment? Most spend at least \$10 per day. For only \$3 per day your client can purchase "sufficient" protection. What value do your client's "extras" create compared to *financial security* for dependent loved ones?

What Would Happen to Your Client's Family Financially If He or She Died Today?

"I don't know." What if your client did know? Wouldn't it give your client peace of mind and be best for those he or she loves?

Family Fundraiser

When a person dies there is often not enough life insurance to bury them, let alone provide any financial *hope*. Spouses are forced to become "fund raisers." They ask people to donate through car washes or bake sales or through church or community collections. This desperation is deeply humiliating. They then feel they are labeled "that poor widower" or "those poor children."

Do you want your client's family to have to hang their heads and reach out their hands?

Friends Don't Let Friends Die Without Life Insurance

A young lady's husband is terminally ill with no life insurance. None of his "friends" believed in paying for it. They trivialized and ridiculed the purchasing of any. "It's a gimmick, it's a stupid waste of money." We influence others by our lack of personal life insurance protection. Is your client being influenced not to get protection by so-called "friends?" Will these naysayers pay for your client's burial, your client's house or any of your client's responsibilities?

These "know-it-alls" always vanish when they face the consequence of the death of a "friend" that they discouraged from buying life insurance. Who does your client know and love that needs your client to encourage them to protect his or her family? Silence is a negative recommendation. *Real friends don't let friends die without life insurance!*

INSURANCE FACTS

It's Not the Amount of the "LOVE LETTER"

Many times a parent will "put off" purchasing protection because it's daunting to think of \$500,000 of protection. That's wealth! Who can need that much? Remember, it's not the face amount it's the "monthly income" it creates to meet your client's family's obligation that your *client created* and for which he or she still have responsibility. Your client can purchase \$100,000 of protection for pennies a day.

"But Insurance Is Expensive"

Not all insurance is created equal. TERM insurance gives the most coverage for the lowest initial cost. Dollars a day, in most cases, can create a powerful and necessary "safety net." Price is an issue only in the absence of value.

Who Gets Paid Off?

With auto insurance, the lienholder gets paid off. With homeowners insurance, the mortgage company gets paid off. With life insurance, your client's FAMILY gets paid off. Who does your client want most to get paid off? The bank? The mortgage company? Or *his or her family?*

Final and Continuing Expenses That Must Be Paid

(Based on U.S. Dollars)

- Burial - Between \$7,000 - \$10,000¹
- Debt - Average \$15,706²
- Income replacement - Eight times annual salary³
- Education - \$24,706 per child⁴
- Mortgage - \$147,591 average balance⁵

Who will pay these expenses? Whose responsibility is it?**"I Have Plenty"**

Define plenty. Can your client's dependents spend plenty? Wouldn't an exact amount of insurance proceeds best express plenty? Isn't \$300,000 better than plenty? Ask your client to ask his or her spouse: "Honey, would you rather have plenty or \$300,000?"

How Much Is Enough?

A rule of thumb is as much as 10 times your client's annual gross earnings. Shocking, isn't it? It's affordable because your client's probability of dying is low but it's not zero percent probability.

Rule of Thumb: Add Two Zeroes

To estimate what is needed to replace a monthly income, calculate your client's current monthly income and add two zeroes (for example, a \$5,000 per month income requirement has an insurance benefit need of \$500,000). This amount would be for 15 years at three percent interest. At the end of 15 years it would all be used up. Or... one percent of your client's death claims proceeds could create your client's monthly replacement income equivalent.

How Much Is \$100,000, Really?

Sounds like a lot of money, doesn't it? It does until your client breaks it into a monthly income. As a rule of thumb, with a \$100,000 death benefit, your client's dependents could receive a check for \$1,000 per month for about 15 years at three percent interest.

OR

- \$200,000 = \$2,000/month
- \$300,000 = \$3,000/month
- \$400,000 = \$4,000/month
- \$500,000 = \$5,000/month

"I'm Young. If I Die It Will Be by Accident."

Death is a distant rumor to the young, but the truth is that heart attacks, cancer, aneurisms, etc., are a reality for all ages, too.

For ages 25-44:⁶

- | | |
|--------------------------|-------|
| • Unintentional Injuries | 26.2% |
| • Other | 20.6% |
| • Cancer | 13.7% |
| • Heart Disease | 12.3% |

"I Have Group Insurance at Work"

The majority of group insurance rarely covers your client's dependents needs. Yet 41% of all life insurance in force is group insurance. Does your client know the facts about group insurance?⁷

- Most group policies are cancelled when your client leaves his or her job.
- What happens if your client gets cancer, has a heart attack, or suffers a stroke and can't work for years or ever again? What if they cancel your client's job and therefore his or her group insurance? Six weeks? The result is that your client's family is left without insurance and is helpless.

Does your client want to gamble with his or her dependents' way of life?**Single Parent Protection**

This is *most* critical for the guardians who are expected to take *total* financial responsibility for raising the dependent children of a deceased relative or friend.

If your relative died and your client was left as a guardian, how much money would your client need monthly to take care of the food, clothing, shelter, and education for the children he or she is responsible for? Wouldn't your client like to have financial resources to take care of them?

Insured Children

Children do not earn money for the family so income protection is not needed. However, if the unthinkable happens, the financial burden of unpaid hospital bills, doctor bills, student loans, and burial costs can be devastating. A small \$10,000 to \$50,000 policy can ease the burden for *pennies* a day.

1 Funeral-tips.com, "Funeral Costs: How Much Does an Average Funeral Cost?" April 26, 2015 **2** Fortune.com, "Three Reasons the Average American May be Worse Off than Greece," July 9, 2015 **3** Boston.com, "Fidelity: You'll Need to Have Saved Eight Times Your Annual Income to Bankroll Retirement," viewed July 22, 2016 **4** National Center for Education Statistics, nces.ed.gov, "Tuition Costs of Colleges and Universities," viewed July 22, 2016 **5** Budgetingthenest.com, "The Average Household Mortgage Debt," viewed July 22, 2016 **6** National Vital Statistics Reports, Vol. 62, No. 6, viewed July 22, 2016 **7** Insure.com, "The Basics of Group Life Insurance," February 4, 2016

TOUGH LOVE TALK

30 Days after the Funeral

- All the money is *gone*.
- The loss of your client's loved one sinks in.
- The well-wishers are gone and life goes from having a paycheck to no paycheck.
- The *reality of financial loss* sets in.
- Dismay is felt if there is no insurance check or *relief* is felt if the insurance check is in your client's hands.
- The words used are either "We're going to be alright" or "How can this have happened?"
- Life is filled with *hope* or with *hopelessness*.
- Your client feels his or her financial life imploding.
- Your client has inner peace or his or her calm is shattered.
- Your client feels like he or she is losing his or her grip.
- Your client doesn't know where to go for help or where to get answers.
- Your client's sacred trust has collapsed.
- Your client's thinking moves from "How am I going to ever replace him or her?" to "How am I going to replace his or her income?"

Excuses for Not Being Protected

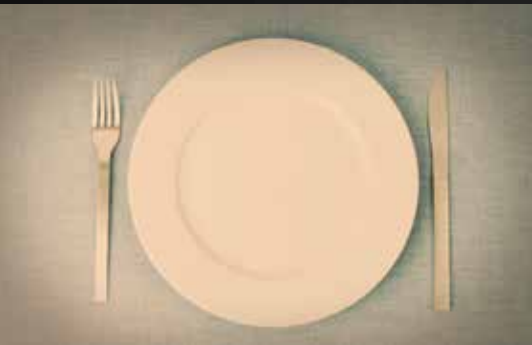
- "I don't want the next spouse to get all that money and leave them rich!" It leaves no one rich, only *secure* and *grateful*.
- "She/he can always get remarried." Can you imagine your financially-strapped spouse, who prefers his or her independence, groveling?
- "My parents are rich and can take care of my family." But it's your client's promise and family, not theirs.
- "I never thought it would happen to us" is the refrain from most widows and widowers.
- "God will provide." One pastor who was trying to avoid purchasing life insurance said, "God doesn't take those that He uses." Really? Your client can't pray away his or her responsibilities to someone else.
- "The insurance companies bet you won't die, you bet you will." If it's truly a gamble, why do some widows/widowers live comfortably while others live a life of constant financial stress and strife?

- "I'm single. I don't have any dependents. I don't have the need." With some illnesses, advanced medicine can help your client live many years before death occurs. Who would take care of your client and be a caregiver? His or her parents? Health insurance ends at some point. Wouldn't it bring your client peace of mind to know his or her caregivers will not be burdened financially?
- "We don't need any! I'm happy with what we have." On a woman's need scale, money security is a level two, right behind love. On a man's scale it is a five. A level five need cannot always relate to a level two need. Doesn't your client's spouse have a say in what amount is best for them and the children? After all, they are the ones who have to find a way to pay the family's bills after your client has died.
- "My family lives to old ages." But your client might not. It is hoped that the money used for protection is wasted. But that's why it's cheaper than the alternative.
- "Now is not a good time." All widows/widowers have heard the same. Some are grateful for a spouse who *made it the right time* and others are languishing in financial distress because *timing* has nothing to do with *need*.
- "I need to pray about it." God can only say, "Be the Godly spouse and parent that I assigned you to be when I chose you to take care of my creation." Can your client hug his or her spouse and kids and say, "God doesn't want you protected?"
- "I need to think about it." Thinking does not bring clarity to a true urgent need. All the thinking is done for your client when he or she hugs his or her spouse and children and feels their total trust in your client to *protect them* from anything that could hurt them. If your client is true to his or her promise, shouldn't thinking about it always end with a yes?

HAS YOUR CLIENT WRITTEN HIS OR HER LAST LOVE LETTER?



In the end, what does your client want his or her legacy to be? How does your client want his or her dependents to remember him or her? Isn't it time your client left them a LOVE LETTER and showed them how much he or she cares?



ABOUT THE AUTHOR

Primerica Senior National Sales Director Bill Orender has seen hundreds of millions of dollars in LOVE LETTERS written and death claim proceeds paid to grieving but grateful widows, widowers and children. But it is nothing compared to the billions of dollars that were not paid because the LOVE LETTERS were never written. The real tragedy was the financial consequences, and the unnecessary burdens that ensued.

DEDICATION

This booklet is dedicated to the financial services representatives whose purpose in life is to serve and secure the LOVE LETTER for families.

THANK YOU

Thanks to Caroline Myers for helping to review and edit this booklet.

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