

Protection For Your Loved Ones



Life insurance is a topic most people tend to avoid. Did you know that fewer Americans have individual life insurance coverage than at any time in the last 50 years? That's down 11 million from just 10 years ago. Today, 30 percent have no coverage at all! Yet more families than ever before live on the edge, one paycheck away from financial disaster. What would happen if you weren't there to bring in that paycheck? Are you prepared for that?

So why do we leave our families so vulnerable? You work hard to provide a good life for them, a nice house and all the things that go with it. Maybe college for the kids or caregiving for parents... all the things you take care of all the time. But if you're no longer around who or what is going pay these expenses for your loved ones? That is where life insurance comes in. It provides that safety net to protect your family until they can support themselves.

Then why do so many people do without? We insure just about everything else, our car, our house, our jewelry, even our cell phones! So why do we leave out life insurance? We all care about our families, so what's the problem? Would you believe that the reason most people give is that it costs too much?

If that's why you've put it off then the Life Department at Dragon Financial has great news for you! Life insurance rates are at historic lows and we have the skill to tailor a policy to fit your needs and your budget. We do this with a simple process. First, we help you determine and prioritize your goals. Then we help you put together a plan to achieve those goals. But it doesn't stop there. We will regularly review that plan with you and adjust for changes in your life. All this with one purpose in mind- financial security for you and your family!

Over the years we have found that even though people agree that life insurance is a good investment, they tend to put it off. There are many reasons but the most often heard one is that people think they have time to take care of it tomorrow...but what if tomorrow doesn't come? You owe it to your loved ones not to put this decision off any longer. Life insurance is the most important thing you can do to protect your family. We have the experience and skill to guide you through the entire process. **One of our experienced Life Agents will be in touch with you within the next week to address your coverage needs!**



Peaceful • Financial • Journey

11 Million People Are WRONG! Are You One of Them?

Life insurance...pretty boring stuff, right? Did you know that fewer Americans have individual life insurance coverage than at any time in the last 50 years? It's down 11 million from just 10 years ago. Today, 30 percent have no coverage at all! Yet more families live on the edge. Only one paycheck away from financial disaster! More than ever before! What would happen if you weren't there to bring in that paycheck? Are you ready for that?

So why do we leave our families so vulnerable? You work hard to provide a good life for them, a nice house and all the things that go with it. Maybe college for the kids or caregiving for parents...all the things you take care of all the time. *But now you're not there! Who or what is going to pick up these expenses for your loved ones?* That is where life insurance comes in. It provides that safety net to protect your family until they can support themselves.

Then why do so many people do without? We insure just about everything else, our car, our house, our jewelry...shoot, we even insure our cell phones! So why do we leave out our life? It's not that we don't care about our families, so what's the problem? Would you believe that the reason most people give is that it costs too much? **Too much to protect your family?**

If that's why you have put it off then the Life Department at Financial Services, Inc. has great news for you! Life insurance rates are at historic lows. We have the skills to tailor a policy to fit your needs and your budget. We do this with a simple process. First, we help you determine and prioritize your goals. Then we help you put together a plan to achieve those goals. But it doesn't stop there. We will regularly review that plan with you and adjust for changes in your life. All this with one purpose in mind—financial security for you and your family!

Right about now you're thinking that this sounds great and you'll look into it when you have the time. **What if there isn't anymore time?** What then? It sounds morbid but we never know when will be our last day. Take action now! This will be the most important decision you ever make for your family and it can't wait. Please pick up the phone now and give us a call!

ALTERNATE HEADLINE:

Everyone Dies! We Can Help!

Just kidding, of course. But it might make an interesting split test to see what kind of response this shocker, almost humorous, headline would get.