

Ten Power Phrases for Selling Life Insurance

1. If it's worth 5 or 7 percent to live in a house now, isn't it worth another percent to be sure that your family will always live in it?
2. Could a parent write a more sincere love letter than an application for life insurance?
3. You would give your life for your children, so why not insure it for them?
4. Every 17 minutes someone buys life insurance who will not live to pay the second premium. — Peter J Pyburn, Life Insurance Advice
5. When a parent dies, there are three deaths in the family: the husband or wife, the father or mother, and the income.
6. Whether you buy the policy or not, someone in the end will pay for it.
7. Life insurance is the only plan that will guarantee a known sum at an unknown time.
8. With mortgage insurance, you don't leave your home to chance, you leave it to your family.
9. If you save as much in the next 20 years as you've saved in the last 20 years, would it be enough to take care of your family for the rest of their life?
10. If you found it hard to get by without a paycheck for one month, what about the hardship to your loved ones if all your paychecks stopped?