

Key Mom Insurance:

Protecting your business starts by first protecting your household



A career as a life insurance professional can be rewarding and fulfilling. It can also be hectic and stressful, as you work long hours to acquire clients through prospecting, setting appointments, meeting with potential clients and servicing your book of business. All of these activities take time, and for some, building a successful insurance practice is a seven-day-a-week, 365-day-a-year endeavor.

If you have a family, you're already aware of the additional demands on your time. In the event of the death of your spouse, daily activities such as navigating school drop-offs may conflict with meeting a business prospect for coffee, or soccer and dance practices could be on the other side of town from where you need to deliver a life insurance policy. Managing the schedule of an active family is a full-time job. Combine that with building and growing a successful business and it might seem downright impossible at times.

A spouse is as much a key to the success of your life insurance practice as the Head of Sales is to a traditional business.

Who's your family's CEO (Chief Everything Officer)?

Most successful business owners have key people around them who handle functions that are essential to the successful operation of the business. Perhaps you do too.

A spouse is as much a key to the success of your life insurance practice as the Head of Sales is to a traditional business. Think about how your business would be impacted if your spouse were to die unexpectedly.

Who would?

- *Drop off the kids at the bus stop/school*
- *Attend parent/teacher conferences*
- *Pick up your daughter early from school because she's sick*
- *Take your son the baseball glove he forgot to bring to practice*
- *Clean the house*
- *Buy groceries*

The importance of income replacement

As a life insurance professional, you know the value life insurance brings in the form of income replacement for your clients. You know first-hand just how important it is to have enough life insurance coverage in place and how it can positively affect lives. According to salary.com, the annual value of the tasks that an average stay-at-home mom performs every day is \$118,905. Ask yourself these questions:

- *Who would perform those tasks if my spouse were to die unexpectedly?*
- *How much time would I need to take off from my practice?*
- *If I have less time to market, prospect or meet with clients, what would that mean to my income?*

Life insurance protection for a stay-at-home spouse can help ensure that financial resources are available to meet the additional demands you would encounter at home due to the death of your spouse. September is Life Insurance Awareness Month. Let it serve as a reminder to review the amount of life insurance protection you have on the key people in your life as well as yourself.