

Blueprint for Life Presentation

Mr. & Mrs. _____ Some families that we visit expect us to tell them that they need an excessive amount of insurance. Yet at this point, what we want to address is – if you in fact even need any coverage. You may already have enough coverage to protect your family.

We utilize what we call a “Blueprint for Life” to get an overall view of how much coverage your family needs. The formula that is used is the “D.I.M.E.E.” formula. It’s an acronym that stands for Debts, Income Replacement, Mortgage, Education and Final Expenses.

Mr. & Mrs. _____, after we complete this short analysis, we’ll see if there’s a need for coverage. If there is, then I’ll show you some plan options that will assist you to protect your family. I’m confident that you’ll see why tens of thousands of families choose us to take care of their Life Protection needs. If we determine that you don’t need coverage, my work is complete unless I can assist you with something else. Fair enough?

D=Debts: This is referring to your outstanding debt other than your mortgage balance. If I were to write a check today to cover those debts, how much would it have to be? This includes car loans, credit card debt, student loans, etc. Would that check be \$10,000 - \$20,000?

I=Income: This deals with providing an ongoing income for your family. An income to cover the bills that are recurring. If I were to write a check each month to cover those income needs after all debt is paid off, how much would it have to be? I.e. \$2,000 or \$3,000 a month how many years would you want that monthly income to be paid out? 10 years? 20 years? This could be used to cover the power bill, gas bill, car insurance, cable bill, etc.

M=Mortgage: This is referring to your mortgage balance. If I were to write a check today to cover your mortgage, how much would it have to be? This includes 1st and 2nd mortgages and also equity lines as well.

E=Education: Have you saved sufficient money for your children’s education? What would be a sufficient amount to cover the education expenses for your children? \$50,000 - \$100,000?

E=Expenses: This is referring to your final expenses. Typically this number is between: \$10,000 to \$15,000 and will be used to cover funeral and burial expenses.

Finally, what do you currently have in place as far as life insurance? Identify all policies (coverage amounts and if they are permanent, individual or through their employer.) Also, ask about any 401K’s, IRA’s, etc. Explain that this will help you net out the amount of coverage needed.

Excellent! That helps me to understand the amount of coverage that would be adequate to protect your family. *Move to the flipchart presentation.*

D.I.M.E.E.

Summary Results

Debts: \$ _____

Income: (\$ _____/mo x 12 x _____ years) \$ _____

Mortgage: \$ _____

Education: \$ _____

Expenses: \$ _____

Total Life Insurance Need =

Total Need = \$ _____

Subtract existing life insurance: (\$ _____)

Subtract existing retirement savings:
(Including 401k, IRA, etc.) (\$ _____)

Net Life Insurance needed: