

Good Day

It has been awhile since we last got together via this newsletter. COVID 19 has definitely altered our own lifestyles and forced most of us to adjust our business practices to fit online communications and sent us to the telephone for personal contact with our clients.

In addition to adapting to COVID protocols, the summer weather produced the hottest July in 84 years, requiring us to dig deep for holiday respite and seek substitutes for cancelled vacation plans for ourselves and children.

Human beings are resourceful and creative and 2020 has called upon those strengths to see us through the past 4 months plus and onward until the pandemic ends. History is on our side, patience and forbearance is what we require.

Ironically, this pandemic has illustrated beyond what any sales promotion could conjure, the need for us all to be prepared for the unexpected, particularly illness and accidents that are never predictable.

Many of our clients find themselves without work or reduced work, or the need to “pivot” (the new buzz word) to another vocation or occupation in order to meet financial requirements for basic ordinary needs – food, rent, mortgage payments, child care; usual lifestyle obligations.

This might be a good time to talk about guaranteed income for unexpected events that challenge or dramatically impact the lifestyle of clients who have investments or life insurance with you and have yet to address their guaranteed income that funds and supports that lifestyle.

It must be an easier discussion today.

Suggest EDGE, the Lifestyle protector.

I trust you are taking advantage of the CE credit webinars from EDGE Benefits.

Good Selling,

*Blaine*

