

March News Release: Apple Plans to introduce Accessibility Emojis



According to Apple; “One in seven people around the world has some form of disability, whether that be a physical disability involving vision, hearing, or loss of physical motor skills, or a more hidden, invisible disability.”

March 2018: The Rick Hansen Foundation rates, certifies and showcases accessible spaces



The Rick Hansen Foundation declares in repetitive media advertising *“With 1 in 5 Canadians expected to have a disability by 2036, access matters now more than ever.”*

High profile advocates recognizing the specific needs of a very significant cohort of our population, worldwide.

As Insurance agents representing products and services that provide financial assistance to people who become disabled during their working life, we are in a unique position to respond in a positive, giving way. We can't prevent accidents, injuries or illness suffered by our clients, but we certainly can play a role in guaranteeing their financial security, should they get sick or injured and be unable to work.

Agents focus on life insurance, retirement planning and investments but often fail to address the elephant in the room – **“What if – “**

Ask the question: **What is the single event in your life that could derail your plans and goals for the future, the lifestyle of your family, the success of your business?**

Listen for the answer. Then offer the solution:

Guaranteed continuing income in the event you get sick or injured and can't work.

Accidents happen to anyone. Ask Rick Hansen: why he toured the world in a wheelchair? What makes the Paralympics every four years a larger event than the previous one? Why is Apple applying to create emojis recognizing people with disabilities?

Not all disabled individuals suffered catastrophic injuries resulting in life changing experience.

In the world of the insurance advisor, however, more often than not you are working with clients who are not disabled, but working hard at supporting their current lifestyle and fulfilling dreams and goals for their future and that of their families, business partners, employees and clients.

Life insurance doesn't provide a monthly salary for the insured; investments designed to deliver income far in the future, won't cover day to day financial requirements for a protracted period of time.

What products and services are you offering that encourage clients to invest in themselves first, to guarantee lifestyle income?

Are your clients at risk? Might they be 1:7 or 1:5?

Are they without the financial security an income replacement insurance policy guarantees?

Get the EDGE! Let's talk.

Good Selling,

