



# Guide to Life Insurance

# Life Insurance Guide

## CYGNUS INSURANCE

### DO YOU HAVE ENOUGH LIFE INSURANCE?

Think you're covered? **Unfortunately, most people are not.**

Many people assume their workplace life insurance is sufficient, but it is often not. Here is how to calculate how much coverage you actually need:

#### The Formula:

- ✱ **10x Your Annual Income:** To replace lost income for your family.
- ✱ **+ Mortgage/Debts:** To pay off outstanding liabilities.
- ✱ **+ Future Costs:** To cover expenses like college, retirement, or emergencies.
- ✱ **- Current Savings:** Subtract what you already have set aside.

#### Workplace Coverage vs. Personal Policy

Feature	Workplace Policy	Personal Policy
Coverage Amount	Limited, often 1x salary	Tailored to <b>your needs</b>
Portability	Lost when leaving job	Stays with you <b>forever</b>
Flexibility	No customization	<b>Adjustable</b> options

#### ★ **Melissa's Insight:**

*In my experience I have found most of my clients discovered that they needed significantly more than they had through their employers benefits plan.*

*After their free consultation and review, they realized they needed more coverage and really appreciated being able to customize it to their unique needs.*



## TYPES OF LIFE INSURANCE: WHICH POLICY IS RIGHT FOR YOU?

Understanding the different types of life insurance can feel overwhelming, but this simple chart breaks it down:

Type	Pros	Cons
<b>Term Life</b>	<b>Affordable</b> , straightforward	No cash value, expires after term (but can replace your income at the lowest cost)
<b>Whole Life</b>	<b>Lifetime coverage, cash value</b>	Higher premiums (but locks in <b>lifetime</b> coverage)
<b>Indexed Universal Life (IUL)</b>	Tax-advantaged savings, flexible	Complex (but not with the right agent!)

### What Is IUL?

Indexed Universal Life (IUL) is a powerful, often misunderstood tool that combines life insurance with tax-advantaged savings.

- ✳ **Tax-Free Growth:** The cash value grows based on an index's performance (e.g., S&P 500) but is protected from losses.
- ✳ **Flexible Premiums:** Adjust premiums and coverage as your needs change.
- ✳ **Living Benefits:** Access cash value for emergencies, retirement, or even a child's education.
- ✳ **Wealth Transfer:** Pass wealth to loved ones with minimal tax implications.

#### ★ **Melissa's Insight:**

*Most of my clients initially thought they only needed one type of coverage.*

*What they found was, as we worked together, they were able to design a comprehensive plan using multiple solutions to achieve even more than they anticipated being able to do with life insurance.*

*All without exceeding their budgets.*



## HOW PRICING WORKS?

Many individuals have the misconception that life insurance is not affordable- and that is just not true. In fact, most individuals cannot afford to *not* have life insurance.

The truth is, life insurance pricing depends on several factors.

Life insurance is not one-size-fits-all, and it is easy to feel overwhelmed by all the choices.

It can be tempting to use an online tool to generate a quote, but often those quotes are inaccurate, provide misleading information, and most importantly– **does not factor in your family's unique needs.**

Speaking to the right advisor that you can trust is key.

### ★ **Melissa's Insight:**

*One of the most rewarding parts of my job is helping families navigate the life insurance decision making process. I strive to earn their trust through candid and honest conversations that focus on their needs and concerns instead of a 'life insurance calculator'.*

## QUESTIONS TO ASK ABOUT YOUR POLICY

Before committing to a policy, ask these questions:

- ✿ What happens if I leave my job?
- ✿ Does this policy include living benefits?
- ✿ Can the coverage grow as my needs change?
- ✿ Will my premiums increase over time?
- ✿ What happens if I can't afford the premiums temporarily?

### ★ **Melissa's Insight:**

*One of my clients realized they were spending more than they needed to by asking one of these questions. When they asked me about the impact of leaving their job I found out they were supplementing their employer's life insurance plan with additional 'add on coverage'. What they didn't realize was that their premiums on this supplemental plan was going up every year based on their age. I was able to show them an individual plan that gave them the same benefit amount with a locked in premium rate to save them money.*

## SPEAKING TO AN INSURANCE ADVISOR

Your family's future is worth a conversation.

### Imagine this:

- ✳ Your kids' college tuition is covered.
- ✳ Your spouse keeps the home you've built together.
- ✳ Your family is financially secure, no matter what happens.

Don't leave your family's future to chance. Speaking with an agent is the first step toward peace of mind and protection.



### 💡 How I Work With My Clients:

*My goal is to be my client's insurance partner and that means ensuring that what we put in place continues to meet their needs as their lives and lifestyles change. I am honored to be a part of their protection strategies at each new chapter of their lives.*

## AVOIDING SCAMS AND MISLEADING PRACTICES

Life insurance is an essential part of protecting your family and building financial security, but unfortunately, there are companies and individuals out there who may use misleading tactics to take advantage of consumers.

### Be cautious of:

- ✳ **High-pressure sales tactics:** If someone is rushing you to make a decision without explaining the details, that's a red flag.
- ✳ **Emphasis on freebies or giveaways:** These tactics are often designed solely to collect your personal information and potentially sell your information to agencies, *not* to provide genuine guidance.
- ✳ **Online quotes without personalized advice:** Many online tools provide incomplete or misleading quotes that don't reflect your actual needs or situation.
- ✳ **Plans that avoid human interaction:** Life insurance is a big decision, and you deserve the opportunity to ask questions and work with someone who understands your unique needs.

## The Right Plan For You

### My Commitment to You:

As your life insurance advisor, I believe in creating trust and building long-term relationships with my clients.

### Here's what you can expect when working with me:

- ✦ **Honest advice:** I take the time to explain your options clearly, so you can make informed decisions without feeling pressured.
- ✦ **Personalized service:** I focus on understanding your unique needs and goals to match you with the right policy.
- ✦ **Transparency:** You'll know exactly what your plan includes, how it works, and how it supports your financial goals.
- ✦ **Ongoing support:** I'm here for you long after your policy is in place to answer questions and ensure your coverage keeps up with your life changes.

If you're unsure about your current plan—or want a trusted guide to help you navigate your options—I'm just a phone call or email away.

**My goal is to match you with a policy that meets your unique needs—not just to make a sale.**

**Schedule a complimentary Life Insurance Review today.**

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