

**How To Make Sure Your
Business Will Survive And
Even Thrive In Case
Something Unfortunate
Suddenly Happens To You,
Your Partner... Or Your
Best Employee!**

Part of

LIC Insurance Portfolio

Life * Income * Critical Illness

A Special Report
Compliments Of...

Vishal Trivedi, CLU, CHS | Financial Advisor

- Specializing In Protecting Your Dreams -

NQA, National Quality Award, 2009, Advocis | MSc. Mktg. & Economics, UK | MA. Intl. Business, UK |

CHARTERED INSURANCE ALLIANCE INC.

Mississauga Office: 2355 Derry Rd #29, Mississauga, ON, L5S1V6
Toronto Office: 1049, McNicoll Ave, Toronto, ON, M1W3W6

Cell: 647-767-9852

How To Make Sure Your Business Will Survive And Even Thrive In Case Something Unfortunate Suddenly Happens To You, Your Partner... Or Your Best Employee!

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f your partner or #1 employee suddenly dies or becomes disabled, what's going to happen to your business?

Will your bank lose confidence in your business and demand you to pay back their loans?

Will your biggest customers stop doing business with you?

Will your biggest suppliers demand payments and stop selling to you on credit?

Will your other employees resign because of the uncertainty of the future of your business?

Will your business lose the goodwill you've been working so hard to gain?

Will you lose your market competitive advantage to the competition?

Will you lose so much income that you may have to sell some of your business assets to pay your debts and expenses?

Will you have to sell some of your personal assets to pay off debts that you personally guaranteed?

Will you suddenly find yourself in business with your ex-wife's new husband (or ex-husband's new wife)? Here's what I mean:

Let's say you're a dentist, and you and your partner, a male dentist, operate a successful dental clinic. And let's suppose something unfortunate happens to him, and he passes away.

So, because of your partnership arrangement, his wife now becomes your partner in business – a non-producing partner. And you're obligated to pay her under the terms of the partnership agreement (the same thing your former partner was earning).

Your new partner may or may not know anything about your business, but she is your partner, nonetheless. Now, let's say she remarries, and her new husband could use some extra money to get his struggling electrical contracting business going.

Because of their marriage, your ex-partner's wife's new husband, now becomes your new

partner, who has a voice in how you spend the money you are now earning by yourself, without your former partner's help.

If you need to upgrade old equipment, purchase new equipment, add a staff member or give someone a raise, but your new partner needs money for his dying business, you have a problem.

As frightening as these questions and situations are, many business owners, after their main partners or key employees die or become disabled, have to face one or more of these painful outcomes.

Maybe you even know a business owner who had gone through or is going through this unfortunate situation right now.

Imagine running your company without your partner or key employee for even just six months, let alone five years or longer.

Like many business owners, it's probably very hard for you to imagine losing your right-hand person (whether that's your partner, office manager, sales manager, vice-president of marketing, or accountant), isn't it?

You've probably hoped and even prayed this person would be with you forever, haven't you?

Unfortunately, no matter how much hoping, wishing, or praying you do, no one can guarantee you that your partner or #1 employee will be working with you for even just one more week.

This is because, even if this person has promised (or signed an agreement) to work with you for as long as you own your business, a sudden tragedy, such as death or disability, could prevent him or her from doing so.

Just check out these statistics. In the United States...

0. In 2001, about 2,419,000 people died.
0. One out of three people will be disabled for about 6 months, and 1 out of 4 will be disabled for one year or longer... before they turn sixty-five!

Wouldn't you agree these statistics are frightening?

Now, just as no one can guarantee you that your partner or key employee will be working with you forever, no one can guarantee that you'll be able to run your business forever, either.

You, like many business owners, are probably the most valuable person in your company. So, if something terrible should happen to you, such as death or disability, will your business survive without you?

You probably answered, "No," right?

So, what's going to happen to your family's standard of living if you should lose your income from your business?

Maybe you have a personal life or disability insurance policy that'll provide enough income for your family to maintain their present lifestyle for a while.

But since you've been working so hard for so many years to build your business to provide you with your present lifestyle, do you want it to end just because you become disabled or die?

Of course not, right?

The good news for you is...

The Temporary Or Even Permanent Loss Of You, Your Partner, Or Your Key Employee... Doesn't Have To Mean The End Of Your Business!

You see, thanks to the miracle of *keyperson insurance protection*, even if you, your partner, or your #1 employee, can't work anymore in your business because of death or disability, your business will still be able to survive (and even prosper).

This is because, even if all of the events I shared with you at the beginning of this report were to take place upon the death or disability of your partner or key staff, keyperson insurance would provide you with the money to keep your business going until you find a suitable replacement.

Specifically, keyperson insurance allows your business to maintain its profits for a certain period, such as one year, giving you time to find and train someone to perform at the level (or close to the level) of your lost employee.

Also, if your partner died or became disabled, then you can use the insurance money from your keyperson insurance policy to buy him or her out.

And, if you should happen to die or become disabled, your partner can buy you out. Or, if you're the sole owner of your business, then your family can use the money to keep your business going until they find: (1) a suitable buyer, or (2) a suitable person to run your business.

When given enough time, your family likely will be able to find a suitable person to run your business, providing them with the income to maintain their present lifestyle for the rest of their lives.

Now, one of the main reasons many business owners haven't protected their businesses with keyperson insurance... is they think disasters, such as death or disability, would never happen to them, their partners, or their #1 employees.

How many times have you heard someone say...

“I Never Thought That Would Ever Happen To Us!”

Probably at least dozens of times, right?

Perhaps you’ve even said it yourself many times.

Sadly, even though we may know entrepreneurs whose businesses had to be shut down after they (or their partners or key employees) died or became disabled, we still think these tragedies would only happen to somebody else.

It’s this kind of incorrect thinking that has prevented so many business owners from preparing themselves properly against their (or their partners’ or key employees’) death or disability. You’ve probably heard of this statement...

If You Fail To Plan...Then You’re Planning To Fail!

It’s fine to expect things to turn out the best for you... as long as you’ve planned for the worst.

This is because, in business, as in life, things *don’t* always turn out the way you want them to. And disasters usually strike at the worst time, when you least expect them.

Like many other responsible human beings, you’ve probably bought life, home, auto, disability, and other types of insurance to protect yourself, your family, and your valuable assets, haven’t you?

In fact, you’ve probably also protected your business assets, such as buildings, inventories, vehicles, equipment, and so on, with the right kind of business insurance, right?

Please listen closely. While losing your tangible business assets, most of which can be easily replaced, will probably disrupt your business operation somewhat, the sudden loss of a key person could be far more damaging and disruptive to the survival and success of your business.

So, if you’ve safeguarded your tangible business assets with various types of insurance, wouldn’t you agree you should also protect your human assets, which are so much more important than your physical ones, with keyperson insurance?

Absolutely!

Okay. Before we examine keyperson insurance in more detail, let’s first talk about...

What Insurance Really Is!

According to Webster’s Dictionary, insurance is...“*A device for the elimination of an economic risk, to all members of a large group by employing a system of equitable contributions out of which losses are paid.*”

And, in his book, *General Insurance*, David L. Bizkelhaupt defines insurance as “A plan by which a large number of people associate themselves and transfer risks that attach to individuals to the shoulders of all.”

When you buy an insurance policy, you pay money, known as the *premium*, to an insurance company. The insurance company then invests your money, together with those of thousands of other insurance buyers, known as the *policyholders*, to earn a great rate of return.

By doing so, the insurance company will have the money to pay the financial losses, known as the *proceeds*, that you or other policyholders may suffer because of an unfortunate event.

Because only a small number of policyholders will make claims (requests to recover losses covered by an insurance policy) in a given year, the insurance company has plenty of money left over to invest after paying all their claims.

When you purchase an insurance policy to protect your business, you believe the risk of you suffering a major financial loss from an unexpected event... is greater than the premiums you'll pay on the policy. And so you want to shift this risk to the insurance company.

On the other hand, by selling you the policy you want to buy, the insurance company believes the premiums they're receiving from you over the insurance policy period... are greater than the proceeds they must pay out in claims.

Insurance Creates A Win-Win Situation!

Once you have the right kind of keyperson insurance, you'll gain security and peace of mind, knowing if a sudden unfortunate event should ever happen to you, your partner, or your #1 staff, then your family won't have to suffer financial hardships. You'll still have the financial resources to keep your business going. And that's a “win” situation for you.

And the insurance company also wins by adding the premium dollars you pay to those of thousands of other policyholders, and then using that large amount of money to make profitable investments. And they use their financial muscle to fuel the economy, building skyscrapers and providing countless jobs, and so on.

Although some policyholders think their insurance companies are making too much money from them, others feel powerful and wealthy insurance companies enable them to sleep better at night, knowing the money will be available to pay their claims when they need to file them.

One of the biggest complaints many business owners have about insurance companies is, although they have been paying thousands of dollars in premiums over the years and have never made a claim, their premiums still keep on rising for no apparent reason.

If you feel the same way about insurance companies, I understand.

Please keep this important fact in mind, since insurance companies calculate the premiums you and other policyholders pay based on the claim history of all their policyholders, while you may have never filed a claim, others may have made several.

The good news is, even though your premiums may still be increasing every year or every few years, most insurance companies do charge you a lower premium than what they charge a policyholder who has made one or more claims. (For the policyholders who've filed too many claims, their insurance company may not renew their policies when they expire, leaving them with no insurance protection at all. This puts them at tremendous risk.)

It doesn't matter whether you think positively or negatively about insurance companies, you probably agree our society is better off with insurance products than without, right?

Let's face it, without insurance products, millions of business owners in our country would suffer huge financial hardships if devastating events happened to them or their businesses.

Each year, companies spend more than \$100 billion on insurance premiums. This clearly shows many business owners realize the importance of protecting their business assets with insurance. And, as a smart businessperson, you've probably protected your enterprise with many types of insurance, right?

The challenge is, like so many business owners, you may not have the right keyperson insurance coverage, enough protection, or you may be paying too much for what you have. In fact, it's not unusual for all three conditions to apply.

Look, if you buy the wrong piece of office equipment or computer, it's usually not a big deal. On the other hand, if you purchase the wrong type of insurance or not enough insurance, you're putting your business, as well as your personal assets, at enormous risk.

At the end of this report, you'll discover how to get a Free, *No-Risk And No-Obligation Keyperson Insurance Analysis*, which will let you know whether you have the right keyperson insurance and at the best price.

Now, as I've shared with you, through the miracle of keyperson insurance, if you (or your partner or key staff) should become disabled and can't work, your business will still be able to survive during the period you're disabled.

You've worked very long and hard to build your business into what it is today, so please don't let anything happen to it just because you, your partner, or your #1 staff can't work in your business

anymore because of death or disability.

Listen to what Winston Churchill, the late British Prime Minister, once said about insurance...

“If I had my way, I would write the word insurance over the door of every house, because I’m convinced, for sacrifices that are inconceivably small, families can be secured against catastrophes which otherwise would smash them up forever.”

With that powerful statement in mind, let me now share with you:

Eight Specific Benefits Of Keyperson Insurance To Your Business:

1. To replace the loss of income due to death or disability of a key person.
2. **To cover expenses.**
3. To pay for the cost of replacing a key person.
4. **To pay debts and accounts payable.**
5. To protect your assets.
6. **To buyout your partner.**
7. To borrow money from banks or investors.
8. **To let your banks, customers, creditors, and employees know, if anything should happen to you or your key staff, then your business will still have the financial resources to keep on going until a suitable replacement is found.**

Let me explain #3 in more detail for you.

When you lose a key staff, it usually takes at least six months to find a suitable replacement. This is because it’ll probably take at least this much time before the new person can do the work as well or (almost as well) as your lost #1 employee.

After the loss of a key staff, your goal is to keep your business going, instead of being forced to find a replacement right away. With keyperson insurance, you’ll have the financial resources to run your business while you can *take whatever time necessary to find a suitable replacement*. In the meantime, you can hire a professional consultant to take over the duties and responsibilities of your lost employee.

Let’s now talk about #7 – To borrow money from banks or investors – in more detail

Before a bank or investor gives you a loan, they usually want you to have a keyperson insurance policy on you and your key employee. This is because they want to make sure if something unforeseen should happen to you or your key staff, then your business will have the money to repay them.

In fact, before approaching a bank or investor for a loan, it’s wise for you to take out a keyperson insurance policy on you and your key employee. This way, you’ll gain the bank’s trust and confidence, showing them that you’re a wise businessperson who has planned for the worst.

Okay. Next, let's talk about...

How Much Keyperon Insurance Is Right For Your Business?

Although you probably already know which staff is your key person, let me give you a definition of one.

A key person is anyone whose death or disability would cause major financial setbacks for your business.

Your key person could be yourself, your partner, your sales manager, your office manager, your vice-president of marketing, your accountant, or even all of you.

The amount of keyperson insurance to buy depends on the effect the key person's death or disability would have on your business.

Now, even though it's challenging for you to determine the exact effect this person would have on your business, you can use these seven factors to figure out an approximate amount:

- 1. Salary of the key person.**
2. Experience and industry knowledge of the key person.
- 3. Goodwill generated by the key person.**
4. Cost of hiring a replacement for the key person.
- 5. Loans that may be recalled upon the death or disability of the key person.**
6. Loss of profits due to the death or disability of the key person.
- 7. Cash position of your business.**

One common rule of thumb is to buy an amount equal to five to ten times the key person's annual total salary... or one year of your business's net income, whichever is more.

For your security and peace of mind, let us help you figure out the right amount of keyperson insurance for your business, at the best price, and from the best insurance company.

Congratulations for reading this special report from beginning to end!

By doing so, you've taken a gigantic step toward protecting your business. The next step is to arrange for your *Free, No-Risk And No-Obligation Keyperson Insurance Analysis*. Call us at **{Phone #}**. Or, if you prefer, fill out the Request Certificate, located on the next page, and fax or mail it to us. Within 48 hours of receiving your request, we'll call you to set up a time for us to get together.

Let me assure you, during our meeting, you won't be asked to buy anything. It isn't important for us to do business now, or even in the future.

The purpose of the Free, *No-Risk And No-Obligation Keyperson Insurance Analysis* is for me to share some important information with you. This way, you'll be able to learn how to best protect your business and your family's future.

If our analysis indicates you can obtain better keyperson insurance protection for the same price, we'll let you know. And let you decide whether to buy a policy from us or to stay with your present agent and insurance company.

Now, because we can offer only a limited number of Keyperson Insurance Analysis each month, to reserve your spot, I urge you to call us today at **647-767-9852** or send us the Request Certificate located on the next page.

Warmest regards,

Vishal Trivedi,
"The Dream Protector"

P.S. Even if you feel you already have the right keyperson insurance protection, getting an all important professional "second opinion" to confirm your good judgment will give you even more peace of mind. So, arrange for your Free, No-Risk And No-Obligation Keyperson Insurance Analysis today. Fill out the Request Certificate, located on the next page, and fax or mail it to us right away. You'll be so glad you did.

By the way, if you think some of your relatives, friends, or co-workers might be able to benefit from this special report, tell us their names and addresses. And we'll mail it to each of them and will let them know it's a gift from you. They'll thank you for it.