

## Life Insurance Myth #2

**“I’m not trying to give anyone a free ride. My parents taught me to work hard, and that’s what I’m doing for my kids.”**

The truth is, life insurance is about protecting the ones you love. It’s not about leaving your children a financial windfall. It’s about practicing—and teaching your children—the principles of personal financial responsibility.

Reviewing your life insurance needs starts with assessing your family’s short- and long-term financial goals. It requires you to consider how your loved ones, who depend on you financially, will cover their daily living expenses, pay for college or perhaps follow their entrepreneurial dreams after you are gone.

Preparing for the future with life insurance is a lesson in goal-setting, budgeting and discipline. And with a permanent life insurance policy, you can help grow your income into multigenerational wealth that can sustain your family long after your income-earning years. And that’s a lesson your parents would be proud of!

You work hard. You provide for your loved ones. And you teach them valuable life lessons. Make sure financial responsibility is one of those lessons. Contact an insurance professional today.

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