

I AM A LIFE INSURANCE POLICY

I am a piece of paper, a drop of ink and a few pennies of premium.

I am a promise to pay.

I help people see visions, dream dreams and achieve economic immortality.

I am education for the children.

I am savings.

I am property that increases in value from year to year.

I lend money when you need it most, with no questions asked.

I pay off mortgages so that the family can remain together in their own homes.

I ensure people the daring to live and the moral right to die.

I create money where non existed before.

I am the great emancipator from want.

I guarantee the continuity of business.

I conserve the employer's investment.

I am tangible evidence that a man is a good husband and father, and that a woman is a good wife and mother.

I am a declaration of financial independence and economic freedom.

I am the difference between an old man or woman and an elderly gentleman or lady.

I provide cash if illness, injury, old age or death cuts off the breadwinner's income.

I am the only thing that you can buy on the installment plan that your family doesn't have to finish paying for.

I am protected by laws that prevent creditors from assessing the money I give to your loved ones.

I bring dignity, peace of mind and security to your family.

I supply investment capital that makes the wheels turn and the motors hum.

I guarantee the financial ability to have happy holidays and the laughter of children – even though father or mother is not there.

I am the guardian angel of the home.

I am life insurance.