Three Pillars of Income Protection

Asset & Income Protection Model

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Starting the Conversation

- Engaging clients can be challenging.
- Typical approaches to “DI” may be the root cause:
  - Fear based selling.
  - Negative language, focusing on the loss.
  - Presenting as a secondary solution.
- Typical results leave producers and clients dissatisfied.

Changing the Conversation

- A connected conversation with clients, geared around the goal of an asset protection and income continuation plan that fits their needs, created through a positive and collaborative approach that allows clients to see the benefits from day one, can change the conversation.

Engage, Enlighten & Empower

- Positive, benefits-oriented conversations focused on establishing a dialogue with clients.
- Once in constructive dialogue, use guiding questions to determine clients' needs.
- Help them see the benefits of their actions within the plan.
- When you receive pushback, start back at step one!

Income Protection Plan

- Written plan outlining clients’ plans to address a loss of income, due to a change in health that impacts their ability to work.
- Simple or as detailed as clients feel necessary.
- Address all three pillars of income protection.

Pillars of Income Protection

- Establish a visual guide for clients to understand the various levels of stability we can create.
- Connect the conversation of asset protection and income continuation with other fundamentals of financial planning.
- Properly position the “DI” portion of the planning in context.

Pillar #1

- Managing financial obligations.
- Day 0.
- Debt snowball.
- Plan should address debt to reduce and average expense load.

Pillar #2

- 90-day plan.
- Option #1:
  - Walk through a hypothetical day 1 – day 90 example.
  - Detail use of sick pay/PTO, etc.
  - Impact to savings.
- Plan should address the amount of cash to cover the 90-day window.

Pillar #2

- 90-day plan.
- Option #2:
  - Connect to the emergency fund concept.
  - Confirm amount of cash on hand, at a minimum, is greater than three months of pay.
- Plan should address the amount of cash in the emergency fund and that it may be needed for a health event.

Pillar #3

- Stop loss.
- Clearly outline the risk/reward of a disability insurance policy within the asset protection and income continuation plan.
- Explain the “default plan” concept.
- Customize the DI policy to fit the rest of the plan.

Pillar #3

- Plan should address how much the DI policy provides and any pertinent details on how specific riders will function for the client.
- Plan should also address a schedule to review the DI policy for increases or other changes.

Pillars of Income Protection

- Pillar 1 – Day 0 / Managing obligations.
- Pillar 2 – Day 1-90 / Emergency fund.
- Pillar 3 – Stop loss / DI policy or liquidation.

Pillars of Income Protection

- Address in order of importance.
- Emphasize how three complete pillars provide the best possible protection for a stable future.
- With younger clients, build from pillar 1 to pillar 3 over time.
- Stay positive! Focus clients on the stability a complete plan provides for their future.

Asset Protection & Income Continuation

Continuing the conversation with your feedback and inquiries…

Upcoming DI Connect with Us Sessions

- **Tuesday, March 11, 2025 – 11 a.m. ET –** Redefining Asset & Income Protection
- **Tuesday, March 18, 2025 –** No Training – DI Forum Week
- **Tuesday, March 25, 2025 – 11 a.m. ET –** Step-by-Step Asset Protection & Income Continuation Policy Construction
- **Tuesday, April 1, 2025 – 11 a.m. ET –** DI Claims Townhall

Key Contacts

- Your Agency or Brokerage Manager.
- Your Ameritas® Sales Development team.
- The DI Sales and Distribution team.
- Your Regional Vice President.