

For Final Expense, your target market is every living person between the ages of 50 and 85.

There are more than 10,000 baby boomers that turn 65 each day in this country. This is a virtually inexhaustible market that is grossly underinsured.

Often, their only knowledge of final expense comes from commercials for the high-priced national programs presented by celebrities on television.

Currently, only 25% of seniors are insured. And of those, only 25% have adequate coverage in place. The more seniors you can place yourself in front of, the more you can enlighten and properly protect.

Remember, the leads that you receive represent only about two percent of all the people in your target market. Just think about the other 98% out there who could use someone like you to at least educate them on their options.

And once you protect someone, they will want to refer others to you who will also benefit from the education you provide.