

****Choose a leader for this session** who is passionate about permanent life insurance and can communicate their belief with conviction. Ideally, choose a NEW facilitator each time this topic is covered in the one-year curriculum.

Overview

I am extremely passionate about the power of permanent life insurance. This module will not only help you build your own personal conviction for this cornerstone of any solid financial plan, but also help you convey your beliefs with powerful and compelling language. This is one of our most-watched, highly-rated videos on our entire site – you truly can't watch this one enough!



This module is focused on Beliefs and includes content that is purposefully repeated in the one-year Launch curriculum.



Facilitator Pre-Work

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It is critically important that you carve out 20-30 min. of time prior to leading a Launch session to do the following:

- 1) Review the Guide below.
- 2) Watch the videos from the PRIOR MODULE (so you are prepared to lead the Homework Debrief), as well as the videos from THIS MODULE.



Review

Review Homework from Previous Module

Discuss how they processed Jim's message around the definition of a referral and why clients refer over the course of their appointments this past week. Ask about their "buddy system" check in's. Randomly ask several advisors to share their referral # and where they stand, as well as how they are staying connected to this every day.



Watch

Watch the Module 4 Video (approx. 8 min.)

- 1) Life Insurance Beliefs



Discuss

Questions/Topics to Create Discussion/Dialogue

- Jim's first core belief about life insurance is that it needs to be in force when someone dies – whether they are 2 or 102, regardless of their economic situation. Share other examples of scenarios you've encountered in your practice where permanent life insurance created options and provided peace of mind.
- Ask the group to share what objections they find most challenging to overcome when talking about permanent life insurance with family, friends or prospects. Then discuss or role play how you would overcome each.
- Ask for perspective from anyone who has seen this video in a previous module. How did it resonate differently today?



Role Play

Role Play

If you were asked to "prove" your belief in permanent life insurance in a court of law, there are really only 3 pieces of evidence you could bring forward:

1. Premium
2. Premium per Life
3. Your own life insurance program

Share how you have built your own personal beliefs, and provide your own evidence.



Assign

Assign Homework

One of the most important levers in your early growth as an advisor is the development and strengthening of your beliefs.

- 1) Watch this video once a day over the next week. If you really want to impact your beliefs, commit to watching it once a week for the rest of the program.
- 2) It is said that if you can't effectively communicate something in 3 minutes or less, you either don't understand it or you don't believe it. Be prepared to share your belief about life insurance in 3 minutes or less in our next session.



Let us know if this was a ***** module, or if you found discussion harder to generate than other modules. If you find an error, or if you have any ideas to make this module better – please reach out! Info@JimEffner.com

Attention Trainers: We need your feedback!