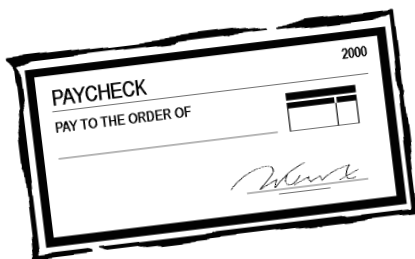
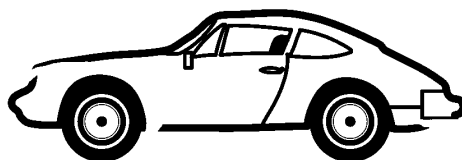


# WHICH OF THESE IS YOUR GREATEST ASSET?



Which of these is currently uninsured?

# WHICH OF THESE IS YOUR GREATEST ASSET?

## *Establishing the Need*

This deceptively simple piece is an effective opener to a discussion of income and the need to protect it. Question one leads to a discussion of why the ability to earn an income is by far one's greatest asset. Question two ("which of these is currently uninsured?") brings up an issue that most people have simply not thought about.

You can use this piece either "as is" or draw the four items yourself. In either case, make sure that you say the questions aloud, and wait for your prospect to answer them.