



NEWS YOU CAN USE

Gloud Insurance

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Happy New Year!

We hope you had a merry Christmas and holiday season. At Gloud Insurance we are here to help you with your financial goals and needs. Take some time to reflect on last year's goals and objectives and plan for this year. If you didn't hit your goals, don't beat yourself up, change what you need to change and move on. Turn desire into creativity and activity. However, activity with no results is a waste of time.

Do you have a way to measure your results? In our business we have production goals. Our activity is about lead generation; finding new customers to help with financial needs. Sometimes the activity in finding customers produces little or no results. This is only a waste of time if we continue to use that same method. If you try something to get you to your goal and it doesn't workout keep a record of it and move on. Down the road this may come up as an idea and it is good to be able to document results from certain activities.

Last year may have been a tough year for some, but it was not for everyone. To me that's encouraging. When others are prospering (honestly) while you may be having a tough time that means there is hope. That's why it is important to keep positive even during tough times. Tough times produces endurance, and endurance produces character, and character produces hope.

So get going. We are here to help.



Aging Boomers Face Caregiver Shortage

More or less buried in the massive debate over what our health care system should look like is a provision to create a national long-term care insurance program. The [Community Living Assistance Services and Supports \(CLASS\) Act](#) would allow people to pay an average \$65 a month and, after five years, be eligible for between \$50 to \$100 a day in benefits. Insurers oppose the CLASS Act — clearly, it would cut into their sales of long-term care insurance, which haven't been all that great to begin with. Other criticisms of the act: The government doesn't need to be expanding programs even further than it already is, and low benefits would give people a false sense of security.

While \$100 is better than nothing, I can tell you from experience that it doesn't cover very much. It would pay for about six hours of daily care. It certainly wouldn't cover assisted living or nursing homes, which run into the tens of thousands of dollars per year.

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Keep The Hope

**"It's harder to be hopeless than jobless"—
Unknown**

Knocking On A Thousand Doors One Door At A Time

**"The wonderful thing about meeting strangers is that you never know if the next one is going to have a profound impact on the rest of your life" -
Benjamin Levy**



Life Insurance That You Can Use While You Are Alive

There are life insurance products that have living benefits that you can use while you are alive. I hear this objection all the time with my **life insurance prospects in Portland**, "I don't want to pay for life insurance because I have to die in order to use it". Living Benefits are accelerated benefits riders to the policy such as, chronic illness and terminal illness.

The chronic illness rider allows the policy holder to accelerate a portion of the Death Benefit if the primary insured is chronically ill. The benefit can be used for expenses such as nursing home or home health care. The terminal illness rider allows the policyholder to accelerate a portion of the death benefit if the primary insured is terminally ill. These riders can be used for a disability income supplement or part of a long term care plan.

Another benefit is income for life. If you have a **universal life** policy that is funded correctly, it can provide a steady income flow that will give you more money than deposited and still have a death benefit available for your beneficiary. This would come from the **cash value** in the policy.

For more information contact your insurance professional or contact me at: don@nwprotection.com

Unexpected Ironic Consequences

A tenth-century Chinese alchemist tried to invent a formula for immortality. Instead, he did just the opposite. His formula created gunpowder.

Aging Boomers Continued

Whether through private long-term care insurance or a public plan, it's clear this country needs to do a better job thinking about how we're going to care for ourselves (and our parents) as we get older and frailer. Few of us have saved enough money or bought insurance to cover whatever care we need in our later years. But there's another aspect of the long-term care problem that people have overlooked: A looming "caregiver crunch."

Typically the responsibility for care falls on a family member — if not a spouse, then adult children. Before the baby boomers families had an average of four children, meaning that a lot of sons, daughters and their spouses could share the care burden.

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Human Lie Detector

What does it mean when the prospect tells you the money's not in the budget and , as he does so, spreads his hands toward you with palms exposed?

- He's telling the truth
- He's lying
- He's begging you to believe him

(a) If he tells you the money's not in the budget while exposing his palms, he's probably telling you the truth. If either of his palms were closed in a loose or tight fist, he's holding something back and not being completely open and honest. Probe some more if the hands are closed.



Social Networking—How LinkedIn Can Help You Find New Customers.

More than 45 million people have a Profile on LinkedIn. A huge potential customer data base. Still many people don't know how to get sales out of it.

The main reason is that most (sales) people don't think in terms of the power of their network. The power is not in whom you know yourself but who they know. This is called the second degree.

How does LinkedIn fit into that picture?

LinkedIn shows you the connection between people. It shows who your current customers and your network know. Never before in history has this been possible. It is hard enough to keep track of your own network.

So go to LinkedIn and use the "advanced search" for people who meet the parameters of your ideal customer. Then look at who you are connected to and ask them for an introduction or referral.

LinkedIn can make sales easy! Here is my LinkedIn website.

www.linkedin.com/pub/dir/don/gloud

Boomers Continued

But the boomers now turning 65 have averaged only two children each — kids who most likely don't live close to their parents anymore. Another difference: In 1950, just 38% of women aged 45 to 55 were working outside the home, so they had plenty of time after the kids left the nest to look after mom and dad. But today, 80% of women in those potentially prime care giving years are working. How many times can we take off from work to take mom to the doctor? Throw in the higher divorce rate, and even more parents are likely to need their children to pitch in.

Read the conclusion on page 4.

Instant Rapport

Ever wonder why hotel employees have the names of their hometowns on their name tags?

It creates instant rapport and loyalty with their guests. It allows the guests to start a conversation and feel connected.

In an office or shop environment, have your service people and administrative people wear name tags with the names of their hometowns. It will get your employees interacting with your customers more quickly and create many positive situations.



Look for this handsome picture on LinkedIn.

I'll Bet You

The odds of hitting the jackpot on a slot machine are 889 to 1.



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Insurance For Life



We are on the web at:
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Serving your insurance needs is a privilege and our pleasure!

With nearly 28 years of experience; Gloud Insurance Agency is here to provide one-on-one assistance to individuals and groups in need of personal & financial products and services. We live in your community and understand your insurance needs. Our specialty is Retirement Planning, Long Term Care, Disability, and Life insurance; as well as Auto, Home, Renters, Motorcycle, Boats and other Commercial Property insurance products. We're your partners in Asset Protection; your satisfaction is our goal... Let us help you find the right solution for your insurance needs!

Call of email don@nwprotection.com

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Please remember that the information in this publication is intended to be helpful & informative in nature; but not to be relied upon as advice. As with all planning, a comprehensive review & evaluation of your current portfolio is the best way to determine needs. If we can assist you in the process of finding answers and solutions to your own personal and financial strategies, please let us know.

503-526-8685

Boomers and Caregiving Continued

If you ask older adults the worries they have about their families, they say, "I don't want to be a burden to them." But realistically the burden will still fall on family members. ***I am a big proponent of long-term care insurance, and not just because I sell it, but my wife and I own it.***

The most important thing is to have some kind of plan. How do you want to live when you're 80? What kind of relationship do you want with your children? What do your parents want? Families will help each other get through their lives. We can either pretend the government will take care of it, or we can make our own family plan right now.

I am having to face these same problems with my mom. She is 75 years old and she has some short term memory loss, but she is able to live at home with much help from my brother and his wife. I live in Portland and they live in southern California.

My brother and his wife are great with my mom, but we are blessed because my mom does very well on her own. But there will come a time when this will change. Our plan is to keep our mother in her house as long as we can. Fortunately she has a good pension and retirement that would pay for home health-care or nursing care.

What is your plan?

