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# Fast 5 on Friday



1. One of the key differentiators between NALP and other marketing organizations is that we are going to show you how to market your business using social media. Even if you have never used Facebook, LinkedIn, or Twitter, we'll show you how to get started. Mark my words, within the next few years, social networking will be your primary source of new prospects, both in the under 65 market as well as in the senior market. Stay tuned for more insights on how to use this incredible technology. Check out this [article](#) for some basics.
2. Life Insurance cash value can be a very valuable asset. Recently we had a client that took out a loan from their cash value to keep their business going. As you can see from this [article](#), life insurance can be an extremely beneficial financial tool. Don't miss our upcoming Life Insurance Training and Sales Conference. Keep in mind, this exclusive program is for our existing producers only. You can get more information by sending a note to the **Fast 5** inbox.
3. With more kids than ever playing competitive sports, the risk of injury has increased. In particular, year round sports and sports specialization is causing sport injuries from a very young age, as this [article](#) reminds us. Accident coverage can help cover the out of pocket costs when kids get hurt. While most health plans have high deductibles, an Accident plan can provide first dollar coverage to help cover sports injuries. Send a note to the **Fast 5** inbox for my favorite Accident plan.
4. Life insurance has many uses in Retirement, as this [article](#) describes. One of the fastest growing attractions of life insurance are living benefits that accelerate the death benefit to pay for catastrophic health conditions such as long term care. While traditional LTC insurance continues to decline in sales, hybrid life insurance products that provide LTC benefits continue to climb. At our Life Insurance Training and Sales Conference, one of our top producers will be sharing how living benefits can help you increase your life insurance sales. Send a note to the **Fast 5** inbox if you are an NALP producer and would like to attend.
5. There are still those in the media and in our industry that are implying that individual health insurance is not still mandatory. The Individual Mandate is still the law of the land. Failure to have Minimum Essential Coverage results in a substantial tax penalty as you can see from this government [website](#). Send a note to the **Fast 5** inbox for more information on our solution that keeps your client out of the penalty, but at a substantially lower cost than ObamaCare.