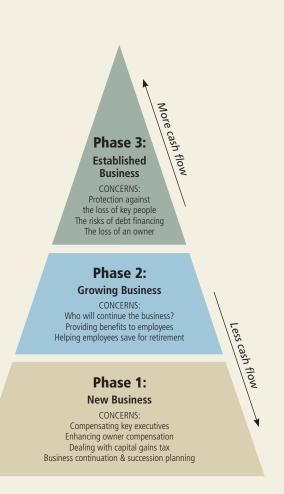
#### The business planning pyramid

You and your business are one and the same. That's why you will want to be certain that you own the right life and living benefits insurance for each phase of the business planning pyramid.



## **Manulife Financial**

For your future™

What would happen to

happened to you?

insurance can help.

the future.

your business if something

Your energy, talent and hard work are the

the success of your business is dependent

engine that drives your business. As a result,

on you. If you're not there, everything might grind to a halt. That's why you need to be

prepared in case something happens to you.

As a business owner or professional, you face many challenges – not just in the dayto-day management of your business, but in ensuring its long-term viability. Most of

us, however, spend more time managing

By insuring your life and health you're

protecting your business and its future earnings. The right insurance will not only

replace income and pay debts, it will also

help protect your way of life and dreams for

the day-to-day than planning for the future.

That's where the right life and living benefits

Your guide to the right insurance for you and your business



Insure Right



Insure Right is a registered trademark of Manulife Financial (The Manufacturers Life Insurance Company). Manulife, Manulife Financial, the Manufacturers Life Insurance Company). Manulife, Manulife Financial For Your Future logo, the Block Design, the Four Cubes Design, and Strong Reliable Trustworthy Forward-thinking are trademarks of The Manufacturers Life Insurance Company and are used by it, and by its affiliates under license.

**Manulife Financial** 

For your future™

For more information, contact your advisor or visit www.manulife.ca

MK0959E 03/2012

#### **Key business concerns**

- loss of an owner
- loss of a key person
- the risks of debt financing
- attracting and retaining employees/ executives
- covering capital gains tax liabilities
- business continuation and succession planning

### The coverage you need

Now that you've built your business, it's important to protect everything you've worked hard to achieve – with the right life and living benefits insurance. But how do you know what type of insurance you need or how much coverage is enough?

There's a simple way.



# Five steps to the right insurance.

Insure Right is a five-step process that can help you determine the right life and living benefits insurance for you and your business.

	All insurance companies may seem the same, but there are many things to consider, like financial strength. Your policy is a contract that could last many years, so make sure you choose a well-established, financially secure company. If there's a claim, you want to be certain your insurer will be there to honour the contract.
step 5	The <b>Right</b> Insurer
	The price you pay for your insurance coverage must fit comfortably within your operating budget. Your advisor can work with you to make sure you're getting significant value for this important protection. There are always options to help lower the cost of your coverage.
step 4	The <b>Right</b> Price
step <b>3</b>	How much insurance is enough? Determining the right amount is an important step. This is where your advisor can help. By discussing the details of your business on a confidential basis, as well as your plans for the future, your advisor can help you complete a needs analysis worksheet to figure out how much coverage is right for you and your business.  The Right Amount
	There are many life insurance plans to choose from, in addition to living benefits insurance such as critical illness and disability. Your advisor can explain each type to you and what they cover. Keep in mind that you may need several types of coverage – providing financial guarantees to help preserve your business.
step 2	The <b>Right</b> Type
	Your advisor plays a key role in providing the information you need to make an informed decision. Find an advisor you feel comfortable with. Someone you trust. Your advisor should be knowledgeable, understand the Insure Right process and be committed to reviewing your insurance needs on a regular basis.
step <b>1</b>	The <b>Right</b> Advisor