


“It’s not about the nail”

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Women look at money differently than men



“It’s just a little heart attack”

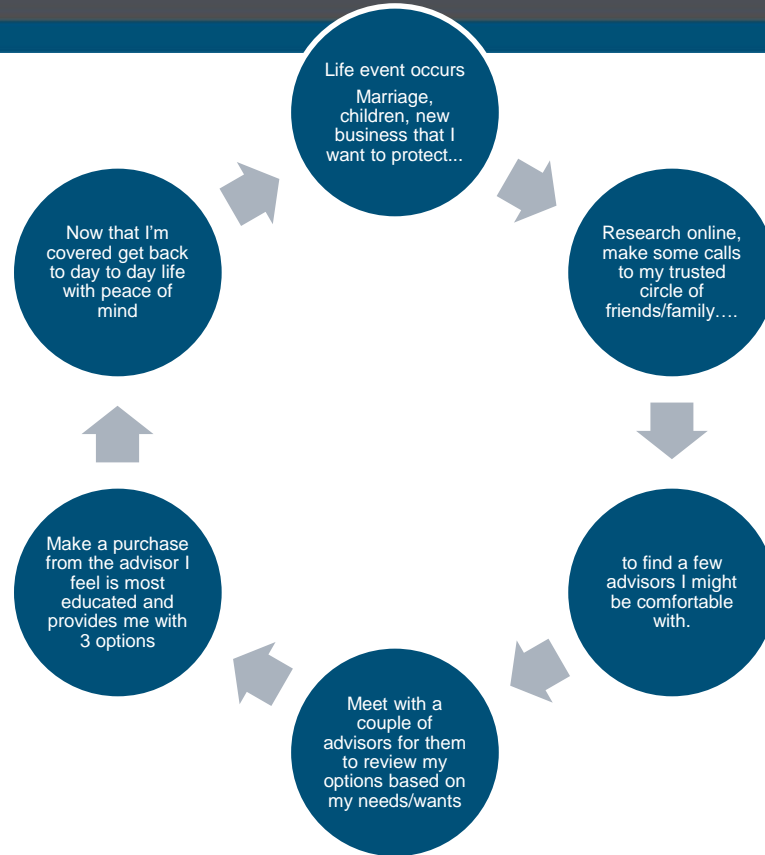


“Kids now a days, when I was your age.....”










“The ideal insurance buying process”



“Emotion buys, fact justifies”

	Emotion	Reason
	6.20	5.25
	5.40	4.62
	4.71	5.24
Insurance	2.45	5.54
	2.35	3.27
	2.47	2.73

Simple, relevant, goals based, time

