

■ ***Our Campaign***

*With the success of empowering 1 million families, we continue forward with a goal of educating 30 million people by 2030.*

■ ***Our Mission***

*To build and protect wealth for families. We want to help people move from financial insecurity to financial independence.*

■ ***Our Vision***

*To build a new industry with 1 million business associates worldwide and revolutionize the financial services industry to help solve the consumer's dilemma: lack of understanding, planning and support.*

■ ***Do it right. Do it with pride.***

# WSB FINANCIAL EDUCATION WORKBOOK

Name / Financial Education Center:

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Trainer: \_\_\_\_\_

Phone: \_\_\_\_\_



## Workshop Schedule

		<i>Date</i>	<i>Trainer Signature</i>
<b>Introduction:</b>	WSB & THE FINANCIAL LITERACY CAMPAIGN	_____	_____
<b>Workshop 1:</b>	BUILDING SAVINGS & WEALTH	_____	_____
<b>Workshop 2:</b>	INCREASE CASH FLOW & MANAGE DEBT	_____	_____
<b>Workshop 3:</b>	PREPARING WITH PROPER PROTECTION	_____	_____
<b>Workshop 4:</b>	YOUR HEALTH & WEALTH	_____	_____
<b>Workshop 5:</b>	UNDERSTANDING ASSET ACCUMULATION STRATEGIES	_____	_____
<b>Workshop 6:</b>	FULFILLING LONG-TERM GOALS	_____	_____



SCAN ME

For the latest workshop schedule.

***Master the basics in 30 days!***



# PERSONAL FINANCIAL STRATEGY

Date \_\_\_\_\_

BUILDING A SOLID FINANCIAL FOUNDATION

Client Name \_\_\_\_\_ DOB \_\_\_\_\_ Child Name \_\_\_\_\_ DOB \_\_\_\_\_  
 Spouse Name \_\_\_\_\_ DOB \_\_\_\_\_ Child Name \_\_\_\_\_ DOB \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_

### CONCERNS

- Too many bills/debts
- Lack of savings/investments
- Children's future (higher education, career)
- Health care (disability, long term illness)
- Wealth transfer (life insurance, funeral, documentation)
- Income stability (job, career, business)
- Lack of financial knowledge
- Other \_\_\_\_\_

### GOALS (Emergency Fund, Proper Protection, Education, Retirement, Home, Parents, Vacation/Travel)

LESS THAN 1 YEAR	1 - 5 YEARS	5+ YEARS

### MONTHLY INCOME

Client Occupation \_\_\_\_\_ Primary \_\_\_\_\_ Secondary \_\_\_\_\_ TOTAL INCOME \_\_\_\_\_  
 Spouse Occupation \_\_\_\_\_ Primary \_\_\_\_\_ Secondary \_\_\_\_\_ TOTAL INCOME \_\_\_\_\_

### ASSETS

Type/Company	Value	Contribution
Market Value of Home(s)	_____	_____
Mutual Funds/Stocks	_____	_____
Savings Account	_____	_____
Checking Account	_____	_____
Retirement Account	_____	_____
Client Life Insurance Policy	_____	_____
Spouse Life Insurance Policy	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
ASSETS TOTAL	_____	_____

### MONTHLY EXPENSES

Mortgage/Rent	_____
Mortgage Insurance	_____
Property Insurance	_____
Property Taxes	_____
HOA	_____
Utilities (Elec./Gas/Water)	_____
Home Maintenance	_____
Internet	_____
Cable/Streaming	_____
Groceries/Dining/Delivery	_____
Pet Expenses	_____
Car Payment	_____
Car Insurance	_____
Car Maintenance/Gas	_____
Ride Sharing	_____
Cell Phone	_____
Recreation/Hobby	_____
Subscription Service(s)	_____
Membership(s)	_____
Medical	_____
Health Insurance	_____
Personal/Self-Care	_____
Clothing	_____
Child care/Babysitting	_____
School Tuition/Materials	_____
_____	_____
_____	_____
_____	_____
_____	_____
TOTAL EXPENSES	_____

### LIABILITIES

Type/Company	Value	Contribution
Mortgage	_____	_____
2nd Mortgage	_____	_____
Car Loan	_____	_____
Credit Cards	_____	_____
Personal Loans	_____	_____
Other Debt/Loans	_____	_____
_____	_____	_____
_____	_____	_____
LIABILITIES TOTAL	_____	_____

### MONTHLY CASH FLOW CALCULATION

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ = \_\_\_\_\_  
 Total Income - Total Asset - Total Liability - Total Monthly  
 Contribution Contribution Expenses MONTHLY CASH FLOW

### ESTATE PRESERVATION

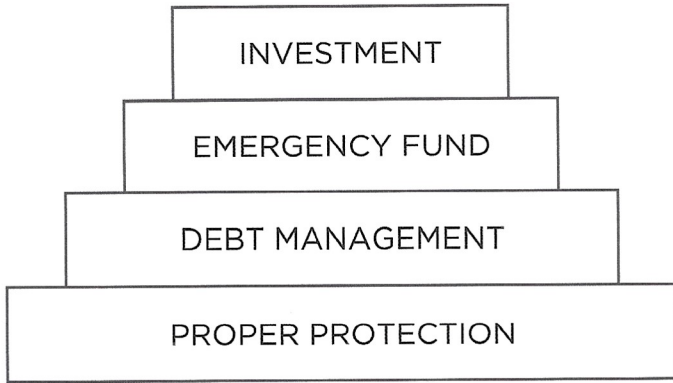
- Will  Trust  Personal Directives  Power of Attorney  Last Wishes  Guardianship  Secure Storage

Date last reviewed: \_\_\_\_\_ Who is Informed? \_\_\_\_\_

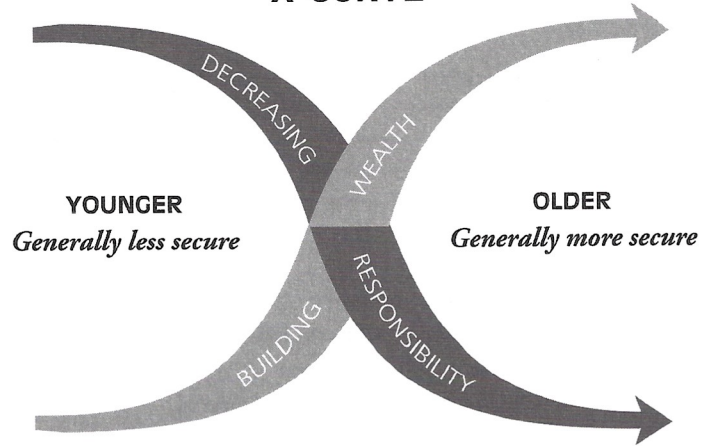
Follow-up Appointment Date \_\_\_\_\_ Client Signature \_\_\_\_\_



## FINANCIAL FOUNDATION



## X-CURVE



## D.I.M.E. METHOD

	CLIENT	SPOUSE
Debt	_____	_____
Income (x10)	_____	_____
Mortgage	_____	_____
Education	_____	_____
INSURABLE NEED	_____	_____

## MANAGED GROWTH

GROWTH	SAFETY
TAX ADVANTAGE	PROTECTION

## NOTES

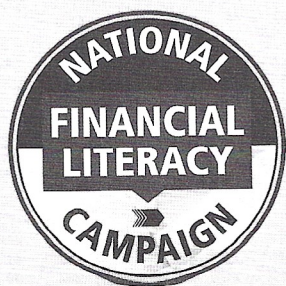


## FINANCIAL EDUCATION FOR ALL

Our mission is to help build and protect wealth for families. We want to help people move from financial insecurity to financial independence. The goal of our National Financial Literacy Campaign is to educate 30 million families by 2030.

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PREPARING WITH  
**PROPER  
PROTECTION**

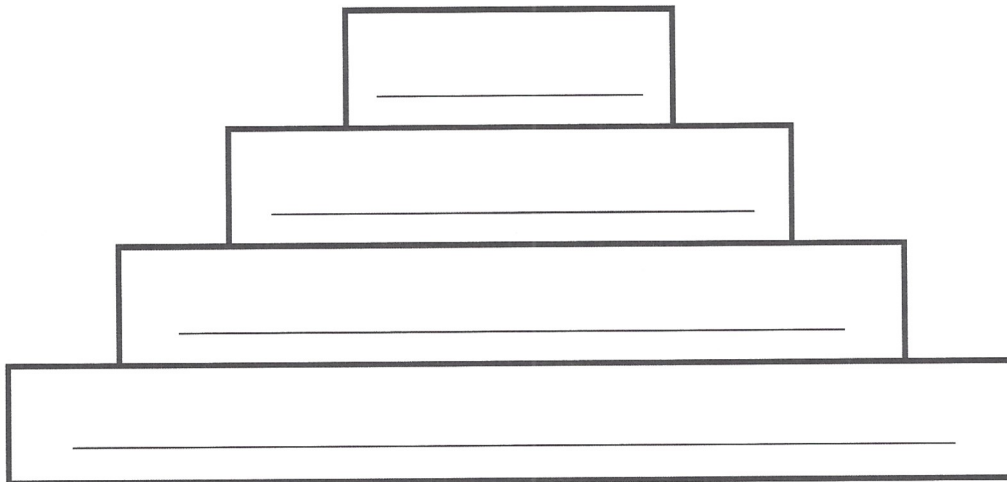


# PREPARING WITH PROPER PROTECTION

*What you will learn:*

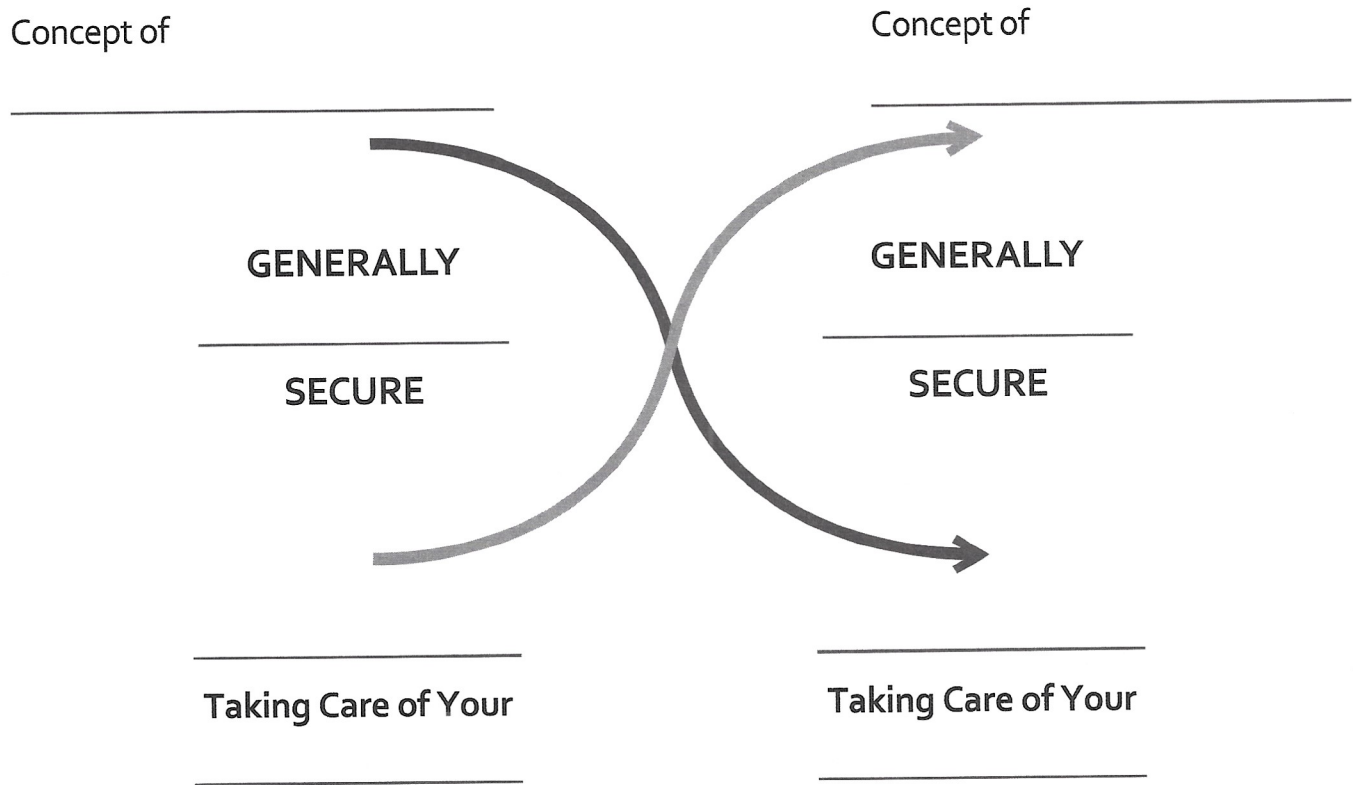
- The X-Curve concept.
- Why Proper Protection is the foundation.
- The value of properly protecting your assets and liabilities.
- How this benefits your overall financial strategy.
- Most common questions and mistakes.

*Complete the Financial Foundation below:*



# X-CURVE\*

Label the X-Curve below.



**Where are YOU on this X-Curve?**

*Circle the correct answer:*

According to the X-Curve, you should wait until you pay off all your responsibilities before building wealth. True      False

According to the responsibility curve, you have more responsibilities when you're older. True      False

Generally, when you're young, you may have enough wealth to take care of your responsibilities. True      False

*\*This concept theorizes that a person's responsibilities generally decrease and wealth generally increases.*

# WHAT IS INSURANCE? WHAT IS LIFE INSURANCE?

- Insurance is a means of protection from financial loss. It is a form of risk management that provides a guarantee of compensation for a specified loss, damage, illness, or death.
- Life insurance is a way to protect your family from the burden of financial responsibilities based on your needs and goals. In exchange for premium payments, the insurance company provides a lump-sum payment (death benefit) to beneficiaries upon the insured's passing.

## HOW PREMIUM IS DETERMINED

Circle the items that are NOT factored into insurance rate premiums:

Driving Record

Past Health Issues

Eye Color

Height

Religion

Prescribed Medication

Auto Racing

Family History

Riding a Bicycle

Hair Color

Tobacco Use

Weight

# KNOWING HOW MUCH

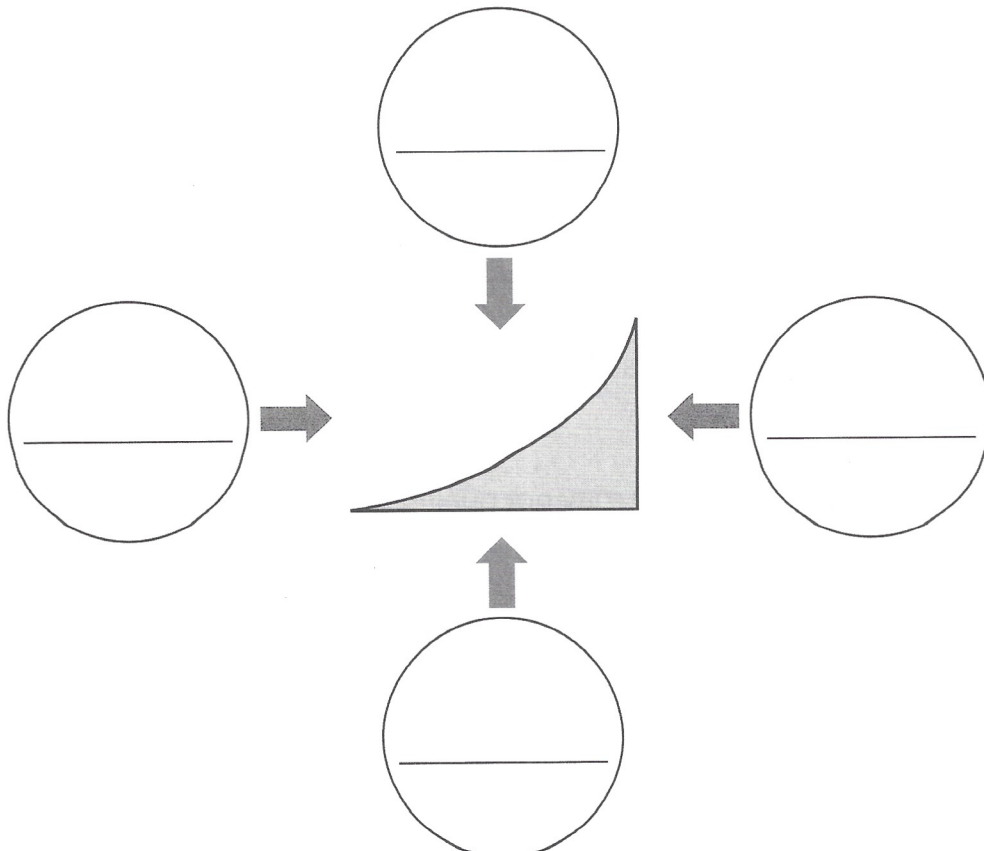
With the DIME method, you can calculate how much life insurance your family needs.

- You buy insurance to have enough coverage for a potential loss. No one would buy \$100k coverage for a \$500k house, or \$20k coverage for a \$50k car. Likewise, why would you have only a \$100k life insurance policy when your need is \$500k?

	You	Spouse
Debt	_____	_____
Income (x10)	_____	_____
Mortgage	_____	_____
Education	_____	_____
<b>Total</b>	_____	_____

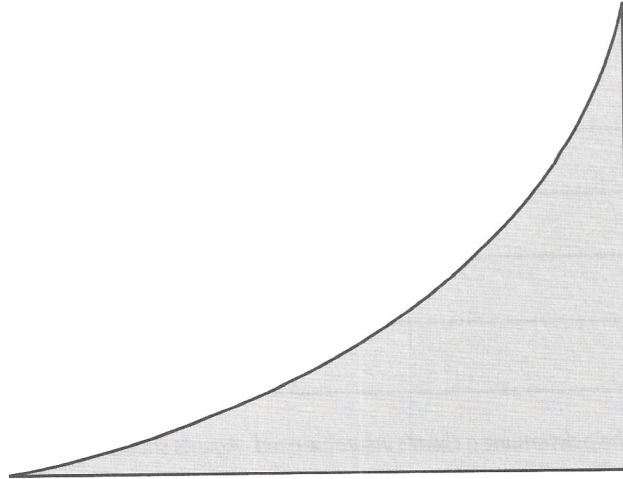
*The DIME Method is only one method to help determine a client's insurable need. Agents should always complete a Financial Needs Analysis that reflects the client's situation.*

# TYPES OF LIFE INSURANCE



# WHOLE LIFE INSURANCE

*Whole Life Insurance* is a policy you keep your entire life. Part of your premium purchases insurance which can be sold back to the life insurance company, creating a cash value.



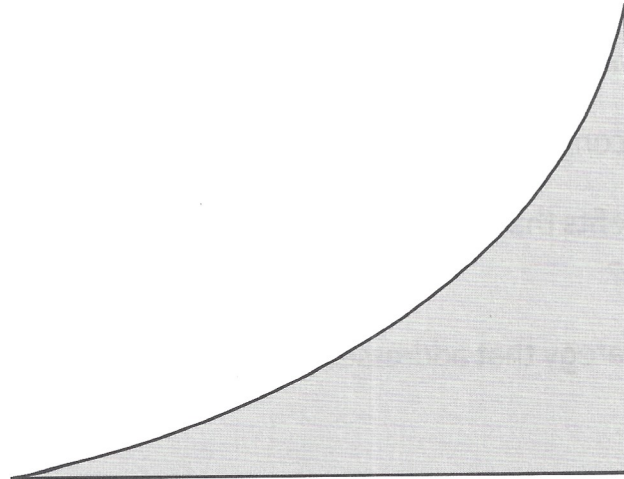
## FINAL EXPENSE

*Final Expense*, or Funeral Expense, is a type of Whole Life insurance that gives peace of mind by paying for funeral costs.

- Benefit is usually issued sooner than traditional life insurance.
- There may be other benefits associated to ease the burden during that emotional time.
- Additionally, for people who may not qualify for regular life insurance, this product is handy due to simplified and easier underwriting. Those with medical issues may still have a chance to qualify.

# UNIVERSAL LIFE INSURANCE

*Universal Life* is similar to Whole Life where cash value may accrue over time, but the difference is that it has a flexible death benefit and a flexible premium with a minimum and maximum.



## TERM, WHOLE & UNIVERSAL: TRUE OR FALSE

*Circle the correct answer.*

- Term insurance has flexible premiums. You can skip payments without the policy lapsing. True False
- Future term insurance renewal rates are lower. True False
- Group Term insurance from your employer may terminate if you leave their employment. True False
- Final Expense is a type of a term policy. True False
- Universal Life has a flexible premium. True False

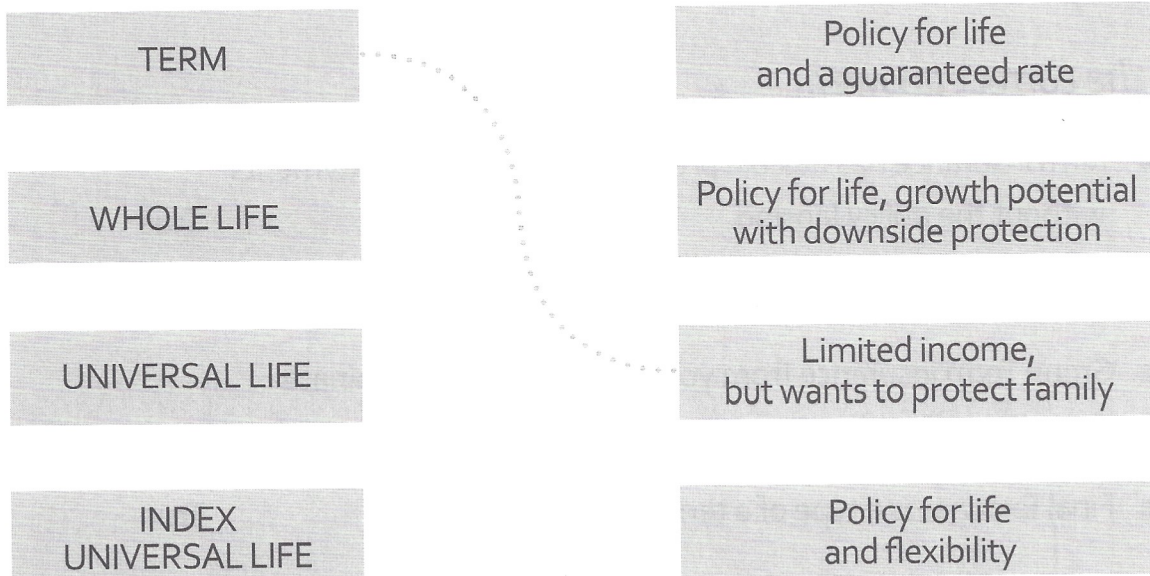
# STRATEGY QUESTIONNAIRE

Consider the following:

	YES	NO
■ Do you think your health will change as you get older?	_____	_____
■ Do you plan on passing wealth to the next generation?	_____	_____
■ Will you be self-insured during your retirement years?	_____	_____
■ Will you need to consider estate taxes?	_____	_____
■ Do you want benefits that may help with your overall financial strategy?	_____	_____
■ Do you have a strategy that addresses your responsibilities?	_____	_____

## SUMMARY

Match the type of insurance with the possible reason for choosing it.



# HOMEWORK

***Connect with the person who invited you!***

- Be part of the 30M financially educated.
- Join the campaign and bring someone to the next workshop:
  - ***Your Health & Wealth***
  - ***Understanding Asset Accumulation Strategies***
  - ***Fulfilling Long-Term Goals***
  - ***Building Savings & Wealth***
  - ***Increase Cash Flow & Manage Debt***
- Complete worksheets and work with a financial professional to help you improve your financial strategy.



