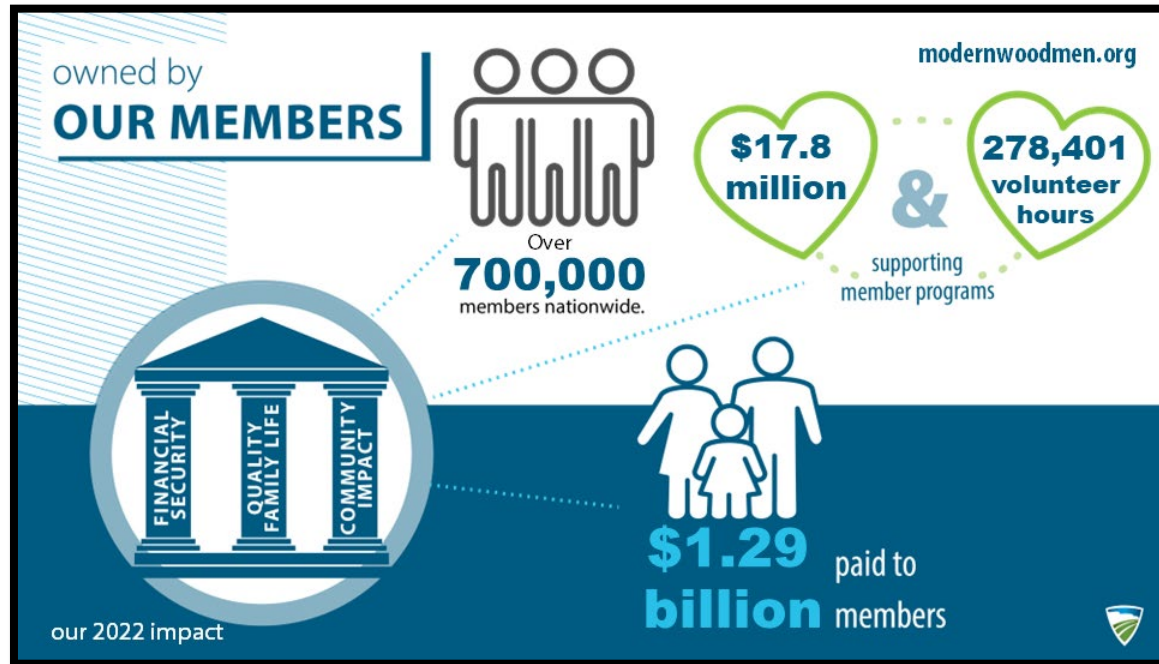


## The Modern Woodmen Story and Planning for Life *Electronic Conversation Flow*



Thank you for meeting with me today. I'm grateful for the opportunity for us to get to know each other a little better and see if working together might be beneficial for you. Of course, you might be thinking what's this all about? How long will this take? What am I selling? And what is this Modern Woodmen all about? So, let me begin by explaining a bit about who we are, and what I do to help my clients plan for a secure financial future. (How does that sound?)

We are Modern Woodmen of America — a member-owned fraternal financial organization. We've been helping individuals, families and small businesses meet financial needs since 1883.



As a fraternal, Modern Woodmen is member-owned. We're a diverse group of over seven hundred thousand (700,000) people from all over America that want to help ensure a secure financial future for those we love. We also feel it's important to make an impact where we live, work, and play.

In 2022, we paid \$1.29 billion in life insurance and annuity benefits to our members AND we put more than 17 million dollars and donated over 278,000 volunteer hours into our local communities.

That's quite an impact. Wouldn't you agree?



When you join Modern Woodmen, you become a member of our organization. You can trust us for help with your financial needs. And you can access member programs for you and your family and activities that impact our community. (All of the folks pictured here are actual members.)

*Optional: Click on IMPACT to view Fraternal programs slide*

Speaking of impact – As a member, you have access to:

- Special programs and benefits for you and your family.
- A network of people with a shared interest in making their communities better.
- Resources to support causes important to you.
- Invitations to member experiences in your community.

Beauty of this is, you can participate in as much or as little as you want. Which of these programs look of interest to you?

*(You may wish to point out Fraternal programs that might be of interest to your prospect, cite an example of a local fraternal success, etc.)*

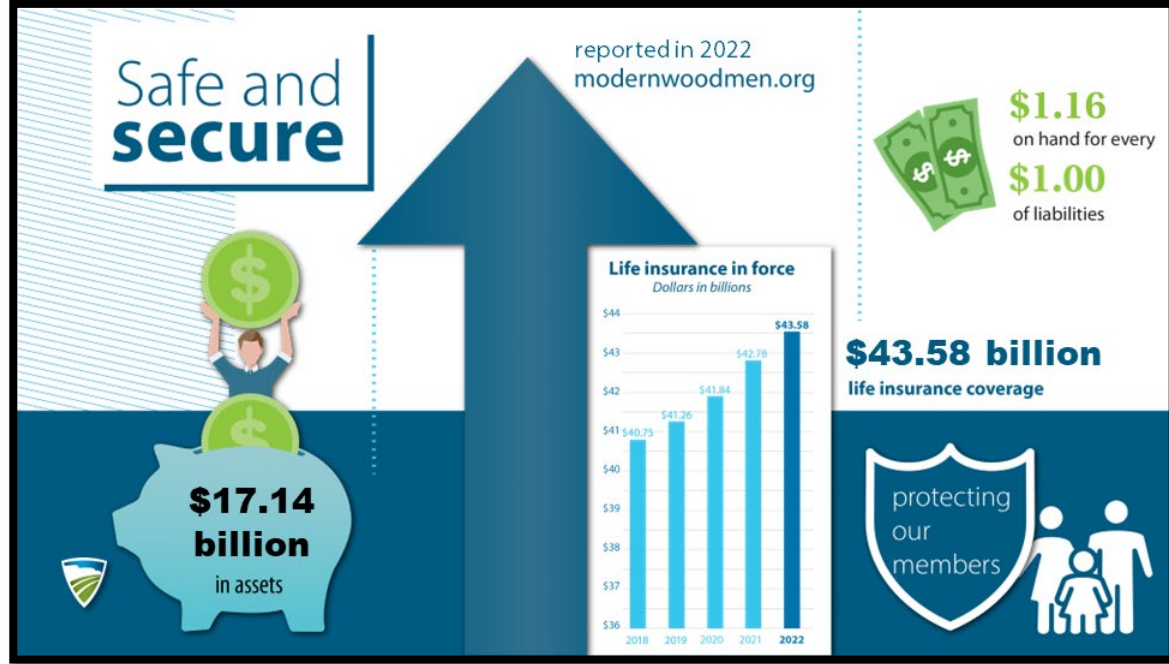
**Fraternal programs** modernwoodmen.org

Birthday Book Club	Newborn Benefit
Chapters	Orphan Benefit
Do-Good Grant®	PerkSpot
Final Wishes Resources	Summit Chapters
Fraternal Aid Fund	Terminal Illness Interest Relief
Make An Impact® Scholarships	What's in the Box?™
Modern Woodmen Travels	Youth Service Clubs
National Parks Pass	

**Community support**

- » MoneyMasters K-12 Financial Literacy Program
- » MoneyMasters Workshops for Adults

Subject to change, fraternal member programs are not part of the contract and may have specific eligibility requirements. Some programs are not available to all members.



With Modern Woodmen, you get the best of both worlds. Fraternal and Financial.

You can count on us to help secure your financial future with life insurance, retirement planning and financial services. And we fulfill our promises. We're safe and secure and continue to grow.

Here's what I mean:

- We have more than 17 billion dollars in assets under management,
- Over 43 billion dollars in life insurance in force that continues to grow,
- and we have \$1.16 available for every dollar in liabilities to protect our members.

Our strength and stability allow you peace of mind to know we will be here when you and your family need us most.

*We're here for you*

**We'll build a trusted relationship through:**

- **Intentional conversations.**
- **Informed decisions.**
- **Educated actions.**
- **Smart plans.**

*for every stage of life.*

Most importantly, we are here for you ... our members put their trust in us because as a membership organization, we create valued relationships built on conversations.

Conversations where you get your questions and concerns answered so you can make informed financial and personal decisions, take educated actions, and put together smart plans to help you through every stage of your life.

*Questions to ask:*

What questions do you have about me or Modern Woodmen so far?

What are you hoping to get out of our conversation today?



So, as you can see, we offer financial guidance to our members and help them plan for life. And the best way for us to help you is to have a conversation about what's important to you.

This guide follows the P2140-1 Planning for Life in your 20s and 30s presentation and script. You can download the alternate guides on the Build Your Marketing Toolbox, separately.

security

What does financial security  
*mean to you?*

What does financial security mean to you?

*(Pause. Then engage in a conversation here, ask other follow-up questions.)*

# You have dreams for tomorrow

*and needs for today.*



## 1 They're unique to you and your family.

1. Providing for your family.
2. Paying your bills.
3. Building financial security for the future.

## 2 Together we will:

- Define your financial goals.
- Assess your financial situation.
- Customize an affordable plan.
- Adjust your plan over time as needed.

## 3 Key areas of financial planning

Modern Woodmen financial planning  
— as unique as you are!



*Restate and sum up the persons answer... then say:*

We've found it means having enough money when you need it most!

**1**

Like most people, you're probably concerned with:

- Supporting your family.
- Paying your bills.
- Building financial security for the future.

**2**

My role is to help you:

- Define your needs and goals.
- Look at your current financial situation.
- Help you create an affordable plan that will grow with you in the future.
- Get you started and adjust your plan as your needs change.

**3**

I help my clients plan for success in these key areas:

- Protection.
- Savings.
- Retirement Planning.
- Retirement Distribution.
- Estate Planning.
- And, we also help business owners with Business Planning and Employee Benefits.

Today, I'd like to share some financial concepts with you, find out what concerns you the most, and ask you a few questions so we can personalize your plan.

**How does that sound to you?**

PLANNING FOR THE UNEXPECTED

# Protection



We believe **protecting your future** is the **foundation of planning.**

You don't expect to have an accident, get sick or die too soon. But it happens. And when it does, your family could be in serious financial trouble.

How does life go on without ***your income?***

**\$310,605:** The cost of raising a child to age 18.  
USDA Report 2022



**3 out of 5:** The number of U.S. consumers living paycheck to paycheck.  
Lending Club Corporation,  
2023 Paycheck-to-Paycheck Report



**\$226:** The average cost of child care per week.  
Care.com 2022



**\$287,489:** The average home loan balance.  
Experian's State of Credit Report 2023

First let's talk about protection needs.



PLANNING FOR THE UNEXPECTED

# Protection

1

We believe **protecting your future** is the **foundation of planning**.

2

You don't expect to have an accident, get sick or die too soon. But it happens. And when it does, your family could be in serious financial trouble.

How does life go on without *your income?*

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**\$226:** The average cost of child care per week.  
Care.com 2022



**\$287,489:** The average home loan balance.  
Experian's State of Credit Report 2023

1 Just like a good home stands on a solid foundation, we believe protecting your future is the foundation of planning.

2 You don't expect to have an accident, get sick or die too soon. *But it happens.* And when it does, your family could be in serious financial trouble. In fact, many people are just a paycheck or two away from financial disaster.

3 Did you know that 3 out of 5 U.S Consumers are living paycheck to paycheck?  
*(You can point to other statistics if they are relevant to your prospect).*

**Questions to ask:**

- How would your family pay the bills if something were to happen to (either of) you?
- If you died, how does life go on without your income?

# Planning ahead for the sake of your loved ones



**Life insurance** provides an important safety net of cash to beneficiaries in case of death. If you pass away, you're not passing your expenses on to your loved ones.

5

## Questions to ask yourself:

- How important is it for my family to maintain the same lifestyle if something were to happen to me?
- Where will the funds come from to pay for things like our mortgage upon my death?
- What are my thoughts about life insurance?



Also consider disability and long-term care needs that may arise as you continue through life.

The good news is... it's a risk you don't have to take. There are affordable options to protect you and your family.

Most people buy life insurance because it provides an important safety net of immediate cash in case of death. It can help pay expenses like:

- Food and bills.
- Mortgage or rent.
- College loans and other debts.
- And even pay for funeral and other final expenses.

5

## Questions to ask:

- How important is it for your family to keep the same lifestyle if something were to happen to you?
- Where will the funds come from to pay for things like your mortgage if you die?
- What are your thoughts about life insurance?

Many people have some life insurance; however, most are not sure how much they really need or can afford. I can help you figure out your needs.

**How does that sound?**

# Savings

*Saving money doesn't happen by accident*

**YOU NEED:**

**A PLAN • DISCIPLINE • SYSTEMATIC SAVINGS • COMMITMENT**

**MANY PEOPLE SAVE FOR:**

EMERGENCIES • HOME DOWN PAYMENT • RETIREMENT • VACATIONS

**What are you saving for?**

**Pay yourself first.**

There are only two ways to save.  
 "Save, then spend"  
 or "spend, then save."

**10-15%**  
 of your income  
 should be saved



\$100 in 2010  
 is equal to

**\$139  
 TODAY**

CPI 2023

**Consider inflation.**

A dollar today might not feel  
 like a dollar tomorrow.



There's a savings strategy  
*that's right for you.*



**Reaching your peak savings goals, together.**

It's important to reflect on your needs and goals to understand how aggressively or safely you need to save. Take a look at the various options below — ranging from low risk, low return to high risk, high return.

*Low risk/return*



**Walker**

Insurance products  
 • Life insurance cash value  
 • Fixed annuities



**Jogger**

Low risk/return  
 Capital preservation  
 • Money market funds  
 • Certificates of deposit  
 • Checking and savings

*Limited risk/return*



**Hiker**

Limited risk/return  
 • Investment-grade bonds  
 • Bond funds/subaccounts



**Climber**

Moderate risk/return  
 • Blue-chip stocks  
 • Growth funds/  
 subaccounts

*High risk/return*



**Mountaineer**

High risk/return  
 • Growth stocks  
 • High-yield bonds  
 • Aggressive growth funds/  
 subaccounts

**Ask yourself these questions:**

1. What obstacles are keeping me from my savings goals?
2. How would I handle an emergency expense today?
3. Do I have a monthly spending plan or budget?

Once they've taken care of protection needs, most people want to save some money.

# Savings

*Saving money doesn't happen by accident*

1

**YOU NEED:**  
A PLAN • DISCIPLINE • SYSTEMATIC SAVINGS • COMMITMENT

2

**MANY PEOPLE SAVE FOR:**  
EMERGENCIES • HOME DOWN PAYMENT • RETIREMENT • VACATIONS  
*What are you saving for?*

3

**Pay yourself first.**

There are only two ways to save.  
"Save, then spend"  
or "spend, then save."

**10-15%**  
of your income  
should be saved



**\$100 in 2010  
is equal to  
\$139  
TODAY**  
CPI 2023



**Consider inflation.**  
A dollar today might not feel  
like a dollar tomorrow.

## Would you like to save more?

1

Saving money (and keeping it saved) doesn't happen by accident, does it? Successful saving requires: a plan, discipline, systematic savings and commitment.

2

Many people save for:

- Emergencies.
- Buying a home.
- Retirement.
- Education cost.
- Vacation.

## What are you currently saving for?

3

The key is to pay yourself first. When you think about it, there are only two ways to save. Save and then spend or spend and then save. Which one do you think works?

In fact, we recommend saving 10-15 percent or more of your income for your future needs.

And remember, when saving you also need to consider inflation. A dollar today might not feel like a dollar in the future.

# There's a savings strategy *that's right for you.*

## Reaching your peak savings goals, together.

It's important to reflect on your needs and goals to understand how aggressively or safely you need to save.

Take a look at the various options below — ranging from low risk, low return to high risk, high return.



*Low risk/return*



### Walker

Insurance products  
• Life insurance cash value  
• Fixed annuities



### Jogger

Low risk/return  
Capital preservation  
• Money market funds  
• Certificates of deposit  
• Checking and savings



### Hiker

Limited risk/return  
• Investment-grade bonds  
• Bond funds/subaccounts



### Climber

Moderate risk/return  
• Blue-chip stocks  
• Growth funds/  
subaccounts



### Mountaineer

High risk/return  
• Growth stocks  
• High-yield bonds  
• Aggressive growth funds/  
subaccounts

*High risk/return*



### Ask yourself these questions:

1. What obstacles are keeping me from my savings goals?
2. How would I handle an emergency expense today?
3. Do I have a monthly spending plan or budget?

## So, isn't it also important to save wisely?

There are many ways to save money. Generally speaking:

- Savings vehicles with low risk of loss have lower rates of return.
- Savings vehicles with higher risk of loss offer the potential for larger rates of return.

We can help you decide what's best for you.

4

### Question to ask:

- What obstacles are keeping you from your savings goals?
- How would you handle an emergency expense today?
- Do you have a monthly spending plan or budget?

**Please note: This script is approved for a new agent who is not securities licensed.**

4

# Retirement planning

*Save enough, make it last.*

Retirement may seem far away, but planning for your future is an important thing you can do now.



**Make your own plan** with personal savings and self-funded retirement plans.



401(k)s



IRAs



Mutual funds



Life insurance  
and annuities



Savings

## CHALLENGES

*Not getting started because of other financial obligations (student loans, credit card debt).*

*Questioning that traditional retirement plans, like Social Security and pensions will exist.*

*Not understanding the retirement savings options available.*

## TIPS

*Many employers offer a match program. Be sure to take the full match amount.*

*Keep a long-term view. While there will be ups and downs, time is on your side.*

*Stay focused – if you change jobs, keep your retirement savings working for you.*

While retirement feels far away, it's important to start now, if you haven't already. Especially if you want to save enough money to last your lifetime.

# Retirement planning

*Save enough, make it last.*

Retirement may seem far away, but planning for your future is an important thing you can do now.



1

## CHALLENGES

- Not getting started because of other financial obligations (student loans, credit card debt).*
- Questioning that traditional retirement plans, like Social Security and pensions will exist.*
- Not understanding the retirement savings options available.*

2

## TIPS

- Many employers offer a match program. Be sure to take the full match amount.*
- Keep a long-term view. While there will be ups and downs, time is on your side.*
- Stay focused – if you change jobs, keep your retirement savings working for you.*

3

**Make your own plan** with personal savings and self-funded retirement plans.



1

What makes planning for retirement challenging?

- Not getting started or saving enough because of other financial obligations.
- Concern about the future of social security and lack of pension plans
- Not understanding all of the retirement savings options that are available.

2

Here are a few tips to get you on track:

- Take the full match offered by your employer's plan.
- Keep a long-term view. Time is on your side.
- Stay focused — if you change jobs, keep your retirement savings working for you.


3


Retiring when you want depends on you. Make your own plan with personal savings and self-funded retirement plans.


4


# Set goals. **Start now.**

## THE THREE SAVERS



**A** Started saving at AGE 25 Total savings at age 65 **\$1,640,477** 

**B** Started saving at AGE 30 Total savings at age 65 **\$1,181,209** Missed out on **\$459,268** 

**C** Started saving at AGE 35 Total savings at age 65 **\$838,017** Missed out on **\$802,460** 

**NOW AGE 65, ALL THREE:**

- Started work at age 25 and retired at age 65.
- Received identical paychecks during their working years and saved in identical portfolios.
- Saved identical amounts of their annual paychecks in a retirement plan, IRA or annuity.
- Were identical in every aspect, **except for the age when each started saving.**

This is a hypothetical example of saving \$10,000 per year at 6% rate of return.

5



Ask yourself these questions:

1. What are my thoughts about retirement planning?
2. Am I aware of the retirement savings options available to me?
3. How confident am I that my current retirement strategy will result in enough money?

4

It's time to set goals and start now. Waiting could cost you a lot of money. *(Explain the three savers example.)*

5

*Questions to ask:*

- What does retirement look like to you?
- How confident are you that you'll save enough money for your future needs?
- Are you familiar with the savings options available to you?

I can help you figure out how much you need to save for retirement. And I can help you decide the best ways for you to save. Some may even have tax advantages for you.

# Retirement distribution

*Make your money last as long as you do.*

Getting **to** retirement is one goal.

But getting **through** retirement is another.



You have dramatically better odds of living to 100 than your grandparents.

2021 Life Expectancy Report, CDC

Will your retirement income plan be enough?

We help our members live the retirement lifestyle they choose.

You'll want to save enough to:

- Cover your monthly expenses and basic needs – food, shelter, medical expenses.
- Live the lifestyle you dream about – trips, cruises, adventures, dream home.
- Leave a legacy – money to your kids, grandkids or causes you believe in.



Planning ahead will make for a happy retirement.

? *Ask yourself these questions:*

1. Have I thought about what my retirement life might look like?
2. What advice would my future self have about my retirement?
3. Do I know of someone approaching retirement who might benefit from this type of planning?

Getting to retirement is one goal. But getting through retirement is another.

3

## We help our members live the retirement lifestyle they choose.



### You'll want to save enough to:

- Cover your monthly expenses and basic needs – food, shelter, medical expenses.
- Live the lifestyle you dream about – trips, cruises, adventures, dream home.
- Leave a legacy – money to your kids, grandkids or causes you believe in.



3

We help our members balance their spending needs with the future growth of their retirement plans.

4

Planning ahead will make for a happy retirement.

5

### *Question to ask:*

- Have you thought about what your retirement life might look like?
- What advice would your future-self have about your retirement?
- Do you know someone approaching retirement who might benefit from this type of planning?

4



Planning ahead will make for a happy retirement.

5

### ? *Ask yourself these questions:*

1. Have I thought about what my retirement life might look like?
2. What advice would my future self have about my retirement?
3. Do I know of someone approaching retirement who might benefit from this type of planning?

## Why IT'S IMPORTANT

1. Decide how and when your estate will be divided among heirs.
2. Avoid having the government decide for you.
3. Reduce or eliminate taxes.
4. Provide cash to cover final expenses.

### ESTATE PLANNING TOOLS

<b>Wills</b>	<b>Trusts</b>	<b>Powers of attorney</b>	<b>Life insurance</b>	<b>Charitable giving</b>
Specify how, when and to whom your assets will be distributed.	Manage inheritance for heirs and charities.	Allow others to handle your affairs if you become incapacitated.	Provide money for surviving family to cover funeral and day-to-day expenses.	Efficiently support charities while reducing taxes.

**? Ask yourself these questions:**

1. What estate planning have I done?
2. Are my beneficiaries and powers of attorney up to date?
3. How will my debts be covered in the event of my death and my spouse's death?

Another important part of Planning for Life is estate planning.  
Estate planning isn't just for the wealthy.

## Why IT'S IMPORTANT

1. Decide how and when your estate will be divided among heirs.
2. Avoid having the government decide for you.
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## ESTATE PLANNING TOOLS



### Wills

Specify how, when and to whom your assets will be distributed.



### Trusts

Manage inheritance for heirs and charities.



### Powers of attorney

Allow others to handle your affairs if you become incapacitated.



### Life insurance

Provide money for surviving family to cover funeral and day-to-day expenses.



### Charitable giving

Efficiently support charities while reducing taxes.

## ? Ask yourself these questions:

1. What estate planning have I done?
2. Are my beneficiaries and powers of attorney up to date?
3. How will my debts be covered in the event of my death and my spouse's death?

1

It's up to you to decide how and to whom to leave your assets. Without a plan, the government will decide for you.

2

Perhaps the simplest way to plan your estate is to have an updated will and to review your current beneficiary designations.

There are many tools to help you plan for who gets your estate at your death, including life insurance. And we can work with your attorney to make sure you've set up a basic estate plan.

3

### Questions to ask:

- What estate planning have you done?
- Are your beneficiaries and powers of attorney up to date?
- How will your debts be covered in case of your or your spouse's death?



Come in  
WE'RE  
OPEN

# protect your business



What would happen to your family and your business  
if something happened to **you**?

*New* business owners need to:



Retire debt



Insure key employees



Diversify assets

*Established* business owners need to:



Attract and retain  
quality employees



Prepare the  
business for transfer



Prepare for  
eventual retirement

? *Ask yourself these questions:*

1. How did I get started, and how long have I been in business?
2. What planning have I done to protect my business and my family?
3. What would happen to my business if something were to happen to me or a key employee?

Do you own a business? *[If no...]*

We help businesses plan – to protect their families and their business if something happens to you.

**protect**  
your business

What would happen to your family and your business  
if something happened to **you**?

*New* business owners need to:

- Retire debt
- Insure key employees
- Diversify assets

*Established* business owners need to:

- Attract and retain quality employees
- Prepare the business for transfer
- Prepare for eventual retirement

? *Ask yourself these questions:*

1. How did I get started, and how long have I been in business?
2. What planning have I done to protect my business and my family?
3. What would happen to my business if something were to happen to me or a key employee?

Do you own a business? *[If yes...]*

You often have more complex needs. We can help you protect your family and your business in case of a premature death, disability or retirement of you, a partner or a key employee.

We help new business owners:

- Retire debt.
- Insure key employees.
- Diversify assets.
- And help more established business owner prepare their business for transfer and for eventual retirement.



# protect your business



What would happen to your family and your business  
if something happened to **you**?

*New* business owners need to:



- Retire debt
- Insure key employees
- Diversify assets

*Established* business owners need to:



- Attract and retain quality employees
- Prepare the business for transfer
- Prepare for eventual retirement

? *Ask yourself these questions:*

1. How did I get started, and how long have I been in business?
2. What planning have I done to protect my business and my family?
3. What would happen to my business if something were to happen to me or a key employee?

*Question to ask:*

- How did you get started and how long have you been in business?
- What planning have you done to protect your business and your family?
- What would happen to your business if something were to happen to you, a partner, or a key employee?

# Employee benefits

Improving life for employees and the self-employed



## Types of plans

- Qualified.
- Nonqualified.
- Selective benefit.



## Benefits of benefits

- Help meet retirement goals.
- Take advantage of tax savings.
- Motivate key employees.



## Planning options

- 401(k) and 403(b) plans.
- Profit-sharing plans.
- SEP and SIMPLE IRA plans.
- Executive bonus plans.
- Supplemental executive retirement plans (SERP).
- Life insurance and annuities.



## Ask yourself these questions:

1. Do I currently have any benefit plans for my employees?
2. When was the last time I reviewed these plans?
3. Would I like to look at additional options to offer to my employees?

*[If no...]*

We also offer employee benefits to help them attract, reward and retain quality employees. We can also help you understand and maximize the benefits you receive at work.

**Would that be helpful?**

# Employee benefits

Improving life for employees and the self-employed

**Types of plans**

- Qualified.
- Nonqualified.
- Selective benefit.

**Benefits of benefits**

- Help meet retirement goals.
- Take advantage of tax savings.
- Motivate key employees.

**Planning options**

- 401(k) and 403(b) plans.
- Profit-sharing plans.
- SEP and SIMPLE IRA plans.
- Executive bonus plans.
- Supplemental executive retirement plans (SERP).
- Life insurance and annuities.

**Ask yourself these questions:**

1. Do I currently have any benefit plans for my employees?
2. When was the last time I reviewed these plans?
3. Would I like to look at additional options to offer to my employees?

*[If yes...]*

We also offer many employee benefit plans designed to help you attract, reward and retain employees. Which can also help you as the business owner.

**Question to ask:**

- Do you have any plans for your employees?
- When was the last time you reviewed your plan?
- Would you like to look at more options to offer your employees?

# Where should we begin?



Ready. Set.  
**Plan.**

As you can see, a lot goes into putting a proper financial plan in place.

*Flip to the disclosure slide as you transition to the next step with the Confidential Financial Questionnaire*

# Modern Woodmen

## FRATERNAL FINANCIAL



Securities offered through MWA Financial Services, Inc., a wholly owned subsidiary of Modern Woodmen of America. Member: FINRA, SIPC

Insurance products other than individual life and annuity are underwritten and issued by independent third-party carriers and brokered through MWAGIA, Inc., a subsidiary of Modern Woodmen of America.

Products are available in most states. Individual agents may not be licensed to sell all products.

This material is for your information only is not a recommendation or offer to sell any product. The information provided is not written or intended as tax or legal advice and may not be relied on for purposes of avoiding any federal tax penalties. The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. Entities or persons distributing this information are not authorized to give tax or legal advice. Individuals are encouraged to seek advice from their own tax or legal counsel.

*Ask the following question as you point to the Planning for Life graphic on the cover of the Confidential Financial Questionnaire:*

- Of all the ideas we just discussed, which are causing you the most concern?
- Why?

Our next step is to complete a confidential financial questionnaire. This is how we'll begin to start your individualized written plan.

*[Transition to the Confidential Financial Questionnaire]*

