

~Slide 50 - Flower & Churchill Quote~

You have the **opportunity** to better serve your clients, increase client retention, including into future generations, increase the number of estate plans that both are completed and successful, help people pass on more than assets, and serve the greater good. The first step is to shift your thinking and realize **you are the Guide to your client's Hero**. You can provide the **plan** that begins with a discovery process, including exploration of charitable intent, to help them solve their **problem** of the fear of dying without meaning. You can guide them to **success** and avoid **failure**. It's a higher calling and I hope you will begin to accept and embrace it.

"We make a living by what we get. We make a life by what we give." The sage advice of Winston S. Churchill is the perfect prescription for helping your client be a bigger hero than ever imagined.