

What Fruit Flies Can Teach Us About Life Insurance

Not much we can learn from fruit flies, right? Actually when it comes to planning for the future, they can show us a lot. There are very few “tomorrows” for fruit flies (fewer than 30 days for most). Their plans for the future have to happen now, because they know how fast time can (eh-hem) fly. We humans may have longer life spans than fruit flies, but how much longer? The truth is, we just don’t know.

Fruit flies live knowing the end is always near, so the word “procrastination” isn’t in their vocabulary. When a need for life insurance arises, they act fast. You may not have hundreds of little mouths to feed like fruit flies Frank

and Fran, but it only takes one—one person who depends on you financially or otherwise—for you to need life insurance. You don’t want to leave the financial future of your loved ones in jeopardy.

OK, enough about fruit flies. You love your family and want to make sure they’ll be taken care of, come what may. That means protecting them with life insurance today. To get started, visit www.insureyourlove.org. It explains who needs life insurance and provides tools to help you determine how much and what kind of life insurance might be right for you.

We live our lives knowing the end is never far away.

That’s why life insurance is such a no-brainer.



The Fruit Fly Fables

Don’t miss this web exclusive: See what Frank and Fran have to say about life insurance. At www.insureyourlove.org, you’ll find funny fruit-fly videos as well as answers to the most frequently asked fruit-fly questions!

