

# Six ways to have a better income planning talk with your clients

Did you know that you're four times more likely to get your clients' attention by saying you can "help them achieve their goals" than you'd be if you said you wanted to "make them aware of the financial collapse of 2008"? It's no secret: words matter. But which ones?

For clarity, The Alliance for Lifetime Income conducted the largest study ever done on the language of financial services. Here are a six things to say/not say when talking to your clients about their protected income needs.



For more on the words to use and the ones to lose, contact your Global Atlantic wholesaler for an in-depth seminar on the Alliance's full study of the language of financial services.

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