

It is my privilege to invite you to join the MDRT partnership and be part of the growing number of MDRT members who have chosen to be Financial Advocates in our AALU/MDRT Financial Literacy Program in partnership with the FDIC.

We have been told repeatedly that few Americans have any financial acumen or financial wisdom. This is a national tragedy. They know how to make money, but they don't know how to save it and few know how to grow it. The chronic lack of preparation of most Boomers is going to be a financial tsunami that will put pressure on the social services and medicare/medical systems in our government.

Who is going to educate the next generations about how to solve their wealth accumulation problem? Who is going to bring financial knowledge and clarity to the younger generations? Who is going to help them avoid the retirement underfunding that will likely swamp their parents and grandparents?

There are a myriad of proposed solutions directed at this problem. Many websites, sponsors and good curriculum aimed at the solving the financial literacy problem. But there is one major problem. It is all passive, response driven education. There is no active delivery system. Where are the foot soldiers, needed to tell the public?

AALU and MDRT have been working together to find a solution – a program that would capture the imagination of our members and mobilize the best foot soldiers in the country – we the agents. Our compatriots deliver financial wisdom as their mission to clients everyday. All of us in this room are on the firing line daily, sharing strategies and products that can help our clients meet their goals and objectives for the future.

What if? What if, the Life Underwriters and the insurance industry were to take Financial Literacy on as a project. Would we finally be able to achieve our rightful recognition as professional advisors on the financial pedestal of providers? What if we were seen as the disseminators of financial tools and wisdom, independent of products? Tools that could help people get a grip on their financial lives. Where they could see clearly the task before them and the way to achieve it. **OUR TIME HAS COME.**

MDRT and AALU made a joint decision to become the industry leaders in the Financial Literacy movement. As the scouts and front line soldiers, we can bring these tools to the rest of the industry and to the general public. This is what we do everyday. It is how we have established ourselves as leading financial professionals. And how we can truly help the many who are failing financially.

If you are interested in having more information on how to become a Financial Advocate in your community. If you have possible relationships who might be interested in this program. If you think this is a great idea and would like to be a partner with MDRT/AALU in the project and if you would be interested in participating in an informational webinar. Then sign up now. Let us know how you would like to participate and begin making a difference in Financial Literacy Project.

The only limit is our imagination. But I can assure you, the Financial Literacy Partnership between AALU and MDRT is a solution whose time has come. Each one of us can make a difference as to whether this program will be successful, or whether it be just one more financial literacy attempt added to the stockpile of good ideas. This is our chance to set ourselves apart from the rest of the financial world. The financial geniuses who got us into this financial mess, in the first place.

Join NOW as partners with MDRT and AALU TODAY in working together in this vital partnership that really can make a difference. You won't regret your effort.