

# 2007 CALL FOR ENTRIES!

## realLIFEstories®

### An Industry Built on Promises Kept

With every insurance policy you sell, several important promises are made. The insurance company promises to pay future claims and you promise to always be there for your clients, in good times and in bad.

Promises made. Promises kept. That's what our industry is all about. This is a message that needs to reach all Americans, and you can help deliver it.

Tell us a story that illustrates how the benefits of insurance, along with your advice and assistance, made the difference for a client at a time of great financial need. If your story is one of the four best we receive, it will be featured nationally in *Newsweek* magazine. Moreover, you and your client will each receive an all-expenses-paid trip for two to Washington DC, where you will be honored before 1,000 of your peers at the **realLIFEstories Client Service Award Banquet**.

But don't delay. Entries must be received by **March 30, 2007**.

**Commitment is what transforms PROMISES into reality.**

~ Abraham Lincoln



**Enter Online**  
**[www.life-line.org/reallife](http://www.life-line.org/reallife)**

 **LIFE**  
A NONPROFIT ORGANIZATION  
[www.life-line.org](http://www.life-line.org)



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### 3 ways to Enter

1. Submit your application online at:  
**[www.life-line.org/reallife](http://www.life-line.org/reallife)**
2. Download the application and fax it along with your written essay to (202) 464-5011 or mail to:  
realLIFEstories®  
2175 K Street NW, Suite 250  
Washington, DC 20037
3. Call 1-800-268-7680 to request an application.

Application deadline is **March 30, 2007.**

### Award Recipient Benefits

- Your story will be featured in *Newsweek* magazine.
- You and a guest, as well as your client and a guest, will receive an all-expenses-paid trip to Washington, DC from September 7–10, 2007.
- You will be honored by your peers at a gala awards banquet held in conjunction with NAIFA's annual convention.
- Your story will help millions of Americans realize the benefits of insurance and the important role of insurance and financial advisors.
- Your stature and visibility in your local community and within the industry will increase exponentially.



Have questions or need additional information? Email [realLIFEstories@lifefdn.org](mailto:realLIFEstories@lifefdn.org)

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