

# INSURING YOUR LOVE: How Life Insurance Can Protect Your Family



Life insurance isn't just a financial product—it can be an expression of love and care for those you love. While it's not always a comfortable subject to bring up, discussing life insurance is one of the most thoughtful and responsible ways to help financially protect your family in the event of the unexpected.

Read on to explore how life insurance can provide peace of mind and help safeguard the future of your loved ones, even after you're gone.

## Why Life Insurance is a Loving Gesture

When we think about love, we often focus on the moments of joy, the shared experiences, and the deep emotional connections that bind us. But love also means caring about each other's wellbeing—not just in the present, but in the future as well. Life insurance helps you do just that. By securing a policy for yourself, you're ensuring that your family doesn't face financial hardship if you pass away.

Whether you have shared financial responsibilities like a mortgage or children to care for, or if your loved ones simply rely on your income for day-to-day expenses, life insurance can provide critical financial protection.

## The Financial Safety Net

The primary benefit of life insurance is its ability to provide a financial safety net for your family. In the event of your death, it can cover living expenses, debt repayments, and even funeral costs, sparing your loved ones from added financial stress during an already difficult time.

But many people remain underinsured. A 2024 study found that 42% of American adults either need life insurance or more of it.<sup>1</sup> And 38% of Americans say their household would face financial hardship within six months should a wage earner die unexpectedly.<sup>2</sup>

Imagine if your family suddenly had to cover credit card bills, a mortgage, or car loans alone. Life insurance can be the cushion that allows them to focus on healing without the burden of financial worry.

## Choose the Right Coverage<sup>3,4</sup>

Choosing the right type and amount of life insurance coverage requires a bit of thought and planning. The key is to assess your family's financial needs and how they would be impacted by your passing. Consider the following:

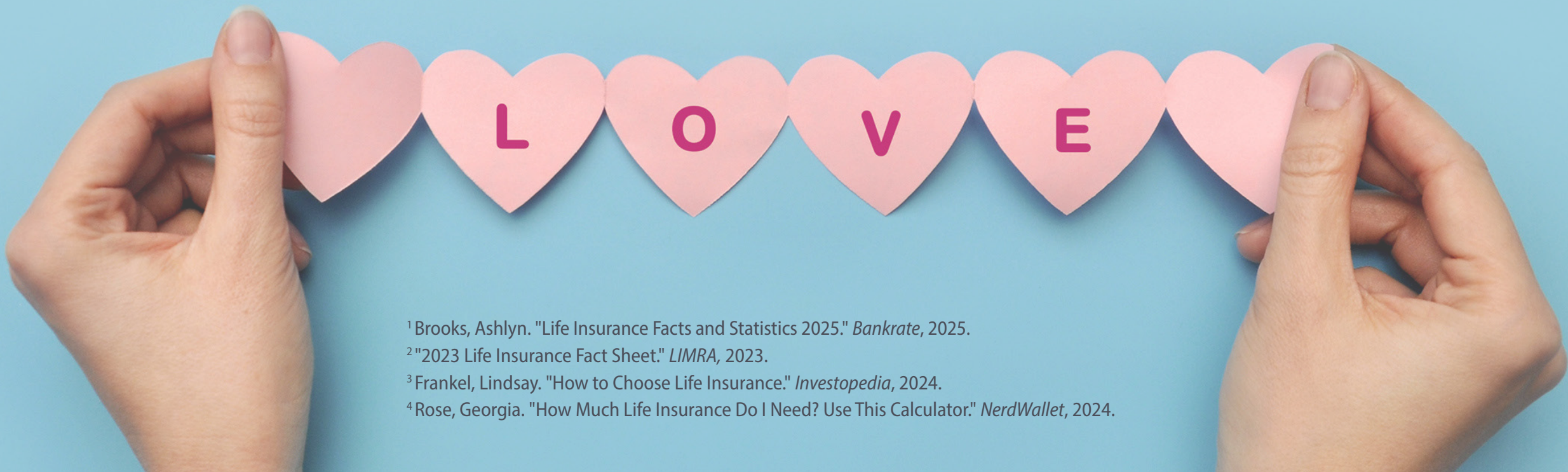
- **Current and future expenses:** Will your loved ones have to handle bills, mortgage payments, or future costs like your children's education? Be sure to account for these.
- **Debt:** If you have any outstanding debts, life insurance can help prevent your family from having to pay them off out-of-pocket.
- **Income replacement:** If your loved ones rely on your income to maintain their lifestyle, life insurance can ensure they're not left struggling financially.

Most people opt for a policy that is roughly 10 times their annual income, but this number can vary depending on your specific situation. A life insurance agent can help you determine an amount that would sufficiently cover your loved ones' needs.

## Starting The Conversation

Talking about life insurance with your family may feel uncomfortable at first, but it doesn't have to be a heavy conversation. In fact, it's one of the most practical ways to express your love. By ensuring you're on the same page about financial security, you're taking a proactive step to help protect their future.

Approach the conversation as an act of care and protection, expressing your desire to ensure they're financially stable no matter what happens. Securing your family's financial future can provide peace of mind and allow you to focus on the joy you share today.



<sup>1</sup> Brooks, Ashlyn. "Life Insurance Facts and Statistics 2025." *Bankrate*, 2025.  
<sup>2</sup> "2023 Life Insurance Fact Sheet." *LIMRA*, 2023.  
<sup>3</sup> Frankel, Lindsay. "How to Choose Life Insurance." *Investopedia*, 2024.  
<sup>4</sup> Rose, Georgia. "How Much Life Insurance Do I Need? Use This Calculator." *NerdWallet*, 2024.