

Table of Contents

Unusual Methods of Obtaining Applications—Continued	
Straight Canvassing	81
Insurance as Means of Making Charitable Bequests	82
General Observations on Agent's Work	
Relations of Agent to Head Office	84
Re the Agent Without a Policy	88
Men in Small Discouraging Fields	90
One Occupation Enough	91
The Medical Examiner	91
When in Difficulties	93
Represent a Good Company	95
Team Work	95
Attitude Towards Competitors	97
Unfair Competition	98
Honesty the Best Policy	99
Your Clients' Interests are Your Own Best Interests	99
Some Special Classes of Prospects	
Life Insurance for Children	102
Life Insurance for Women	103
Life Insurance for Young Men	104
Professional Men and Clergymen	106
Salaried Men	108
Partnership Insurance	109
Arguments for Insurance	
Plan Your Campaign	112
Prepare Your Arguments	114
Prevents Worry	116
Provides Competence in Old Age	117
No Shrinkage in This Asset	117
Prompt Payment	118
The Perishableness of Riches	119
The Flexibility of Life Insurance	120
Life Insurance to Pay Off the Mortgage	121
Because It Protects One's Family	122
The Best Christmas Present	123