

# Insuring YOU is Critical

The **breakeven gross profit calculation** must include adequate levels of business and personal insurance (although the latter may be done privately).

Without adequate insurance cover your family's future is at risk if anything happened to you; so is the future of your business.

This is a 'peace of mind' issue as well as just good stewardship; don't ignore it.

## **Presumably you went into business you dreamed of a better future:**

- \* You may have given up your regular paying job
- \* You have probably put your assets on the line
- \* You are working at least a 'job and a half' in terms of hours
- \* You're more stressed than you used to be
- \* In a quiet moment you may wonder if you've done the right thing!

## **Consider the impact if an accident puts you in hospital:**

- \* Is there an operations plan so that the business can continue?
- \* Would your staff be able to cope?
- \* Is there enough cash to pay the bills, including medical/hospital?
- \* Now imagine instead of an accident, you died!

## **Business and family protection insurance would include:**

1. Business expense cover
2. Income protection
3. Life insurance and TPI (total and permanent disablement)
4. Trauma insurance to cover critical illness.

## **Your personal & business planning should also include:**

1. A business plan to ensure trading continues if you are away
2. A succession plan to cover your departure
3. An up to date will and enduring power of attorney
4. A buy-sell agreement (this is like a business will)

**Naturally professional help will be required in preparing these plans.**