# The Hottest Career Niche in Years

Longevity Planning
CERTIFIED
Advisor

Personal Longevity
CERTIFIED
Coach

Employee Benefits
CERTIFIED
Consultant

## Healthcare & Wellness Industry

**Grab Your Share of the $20 Billion paid to specialized advisors, coaches and consultants in 2016.**

Offered through Longevity Planning Advisors
www.clpadvisors.com - 317.468.2779

doing well by doing good

# Take Control of Your Career

If we could equip you to scale mountains that few others are trained to climb, you could very well conquer the world one mountain at a time. But part of the trick is to choose the right mountains, pick the right niche.

And our niche is: we can show you how to identify a new career or add to your existing practice and capitalize on the revolution in the Healthcare & Wellness industry.

## The Facts…

- In American, 60 million people are over the age of 60, and with 10,000 baby boomers turning 65 each day, fo the next 14 years, by 2050, 20% of the population will be 60-100+
- Everyday, 4,000 people turn 85 years of age. Over the next 16 years, the number of people over the age of 50 will grow 74%, while the number under the age of 50% will grow by 1%, thus creating the biggest caregiver shortage in US history
- The UD Dept of Labor expects the healthcare industry to grow more than all other sectors throughout the next decade. To meet the growing demand, an expected 15.6 million employee-related job will be created in healthcare by 2022
- Last year, over $20 billion was paid to specialized advisors, coaches and consultants

## Curious what it takes to live to be 100 years old? We believe Centenarian education will be the next big independent career niche.

There are almost as many coaching specialties and niches as there are professional coaches and longevity coaching is a niche with legs. What does a longevity coach do? This is lifestyle or personal development coaching with a focus on the lifestyle choices that support a longer life. Perhaps even more importantly, a longevity coach can help clients make choice that lead to greater freedom and happiness in old age.

Career Breakthrough QUESTIONS

In addition to coaching around diet, exercise, relationships and stress reduction, don't forget the importance of financial and retirement planning for happier senior years. Speaking of which, to advise in these areas, you really need some expertise. For both ethical and legal reasons to be qualified to advise clients on physical and mental, health, the law and financing you may need certain certifications or licensed. This is why we created the Longevity Planning Advisor program and affiliated licensing relationships

## Centenarian Education – Improves Lives and Bottom Line!

Jump on the newest and fastest growing life & wellness trends by becoming a Certified Longevity Planning Advisor (LPA) and/or a Personal Longevity Coach (PLC) and earn massive money within the next year.

- Do you want to take advantage of the huge growth in anti-aging, long-term care health and longevity planning?
- You know already, that Baby Boomers are out there, and you could see yourself teaching them how to master and take control of their long term health and retirement plan?
- You have lots of life experience and you want to do something more rewarding, where you can also help others?

***If you answered one of these questions with YES, you are ABSOLUTELY at the right place!***

## Let's look at the what a Certified Longevity Planning Advisor (CLPA), Personal Longevity Coach (PLC) or Certified Employee Benefits Consultant (CEBC) is

***First, what is meant by Longevity Planning?*** Today, instead of looking toward retirement, most experts say people need to think more broadly about their later years. And that it's time for them to start planning for their longevity rather than the last day they'll fight the morning commute on the way to work. Longevity planning is a alittle different than retirement planning. Retirement planning is part of longevity planning. For most people, planning for retirement or their later years is focused mostly on finances and how they will spend their time. However, ensuring those years are spent in good health, and, as needed, with proper care, is something that many overlook.

### *What is a Certified Longevity Planning Advisor (CLPA)*

CLPAs are trained to see the term "longevity planning" applying to the many factors that must be considered with the aging process, among others, care management, housing, estate planning, senior services, insurance, wealth management and personal wellness. Our Certified Longevity Planning Advisor program and tools are an all-encompassing approach to preparing for the second half of life. The program is built on the undisputable fact that because Americans are living longer, retirement planning needs to be more holistic and involved a multi-discipline group of professional working together as a TEAM.

A financial plan is a comprehensive look at one's current and future financial state, taking into account present variables and predicting future income and other aspects such as spending and investment. Holistic financial planning, or longevity planning, incorporates legal and medical considerations into the financial plan. Often, that will include contingency planning and stress tests to ensure financial security for life's later years.

### *All Licensed Advisors Should Pitch Longevity Planning*

Projecting your clients' time horizon is a vitally important factor in any competent financial, insurance or wealth management plan, because it will largely determine the rate of withdrawal that they can afford to take from retirement assets after they have stopped working. Of course, this variable is one of the hardest to predict because of the myriad of reasons why a client might die or become disabled other than from natural causes.

But those who do make it until their time comes — so to speak — need to be able to count on having enough income to provide for them as long as they live.

**The Nature of Costs**…Clients who have family histories filled with ancestors who lived a long life need to get a realistic idea of how much they are going to pay for healthcare during retirement. Couples who live well into their nineties can probably expect to shell out at least a quarter of a million dollars to doctors, hospitals, caregivers and pharmacists. They also need to factor in other costs like the need to remodel their current residence or else find a new one that can better accommodate their diminishing physical capabilities.

### *The Bottom Line*

Professional advisors who can show their clients the real costs of longevity and then provide practical solutions for them are going to effectively separate themselves from their robo-driven competition. The ability to offer the latest strategies and the identification of trusted resources, coupled with competitive products and services is the future of personal financial advisory.

## What is a Certified Personal Longevity Coach (CPLC)?

Health & Wellness Coaching and Longevity Education is a broad new field that didn't even exist 10 years ago and is now considered one of the hot new careers. Longevity Coaching is closely related to Health and Wellness Coaching which many surveys have identified as one of the hottest new and fastest growing professions of the last ten years. There are almost as many coaching specialties and niches as there are professional coaches and longevity coaching is a niche with legs.

Many health care organizations, hospitals, and wellness groups hire and use health and wellness coaches. Traditional Wellness Coaching focuses on the psychology of health and the physical body. Longevity Coaching includes these factors but also includes our spiritual connection, unconditional love, the psychology of living, scientific research on longevity, vital forces, and using intuition for safety. It covers the entire holistic and traditional medical subjects on long term health, happiness, and longevity. It's a new career where you can help others-or expand your existing coaching or education business.

## What is a Certified Employee Benefits Consultant (CEBC)?

Becoming a Corporate Wellness - Employee Benefits consultant is one of the hottest new careers in the health and wellness industry. Whether you consult for a small 3-person business or a multi-national corporation the training prepares you to drive value and build your relationship with the customer. This certification in combination with being a Personal Longevity Coach is a real winner

**Weather you are a CLPA, CPLC, CEBC or all three…"*You Doing Good while Doing Well"***

## Is becoming a CLPA, CPLC or CEBC for You?

Longevity Planning Advisory, Benefits Consulting or Personal Longevity Coaching is for you if you are…

- **a current professional advisor (ie. financial, insurance, legal, accountant, realtor, mortgage broker)** that has plateaued or is otherwise rebranding/moving in a new direction and wants to be sure to develop it in a way that it has the most potential for the future
- someone **transitioning into/starting a professional advisory or coaching career** and in need of support for effectively finding clients
- an transformational **author, motivational speaker, trainer or coach** and want to increase income and client impact
- recent **school graduate**, with or without a healthcare degree, now ready to start getting clients who needs to take care of their long-term health and wellness.

**Being a CLPA, CLPC and/or CEBC or all three Lis also a perfect fit for you, if you…**

- Feel a **bigger calling emerging** in your profession and life – and want support in clarifying your direction on it on how to move forward
- Have already a purpose-based, health or **spiritual based career that isn't growing or making money** as you wish it would
- **Feel trapped** by your current work or business, without enough time for yourself, your family or the leisure you crave
- Are **uncertain about what your caring soul's purpose really is** – and how to incorporate it fully into your work
- **Want to be paid well for your caring services,** but haven't found the right vehicle to express your desire to serve in a way that makes money (leaving you **worrying about finances** frequently)
- Are **reinventing your coaching career after a setback** or family commitment that has caused you to rethink your path
- You have tried everything you know – and still can't stay on a focused path to success

## Benefits of becoming a Certified Longevity Advisor or Coach

- You will connect with more potential clients and professionals and increase your likelihood of converting them into permanent clients or referral partners
- You will retain more of your existing clients and should be able to create new income channels with them through an expanded understand of the longevity planning process
- You can use your experience to help others in addressing the many challenges or aging.
- You can build a new advisory or coaching business with an excellent stream of income
- You can work your own hours–since you set the appointment times
- You can work at home if you want and coach over the phone or on Skype, not to mention
- ***You can learn how to address your own aging concerns***

## How do you become a CLPA or CLPC?

There are a number of Longevity programs available today, depending on the level of time and finances you would like to commit.   Some programs are entirely on-line, some are in-person, and while others combine both online instruction with time spent on campus in lectures.

### Why Work with Us

- We have developed a proven Longevity Readiness Planning Process that helps you build a trusted long-term relationship with a client
- We have setup an affiliate network focused on furthering your success, see our collaborators at the end of this brochure.
- We have access to all licensing requirements your may need to start or expand your career
- We have specialized awareness building, lead generation and client service and satisfaction tools to use, including, cause-related alliances, chapter location solutions, franchising opportunities and lead generation financing
- We are constantly improving our process, tools and products

**Longevity planning is an exiting new field with lots of room to grow, so you can build a large practice or even train others to help you grow your business, but**

Don't stop there, become the first to open a Local Longevity Readiness Teaming Affiliated Partner (TAP) Chapter and enjoy the many community and business benefits of being a Chapter Leader, and

add more income by become an affiliate and make big fees reselling trusted aging related products and service provider referrals to your clients or others you meet.

# Our Programs & Tools are a Roadmap & Recipe for Your Success

We hope you found the above information interesting and would love to schedule time to discuss the opportunities as well as our unique processes and tools that support your success, including;

## Our Tools

LONGEVITY READINESS 10 POINT UP check

LifeHappens Longevity & Retirement Readiness Report Card℠

Path to Well-Being How Healthy is Your Company?

## Our Programs

LeadsGeneration Financing

Longevity Readiness Chapter

Better Living Referral Network

Longevity Readiness Academy

b.well Café

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*Let's talk about your personal plans and how our tools and program might fit into them. Call 317.468.2779 or email careers@clpadvisors.com*

# About Us

**Our Vision**

Disrupt the status quo of the financial and retirement planning industry so families can dream again. We hope to lead a global revolution by redefining the approach to life and retirement planning

**Our Mission**

Help people enjoy the benefits of living longer by providing longevity education and solutions that can deliver peace of mind for clients…no matter what life throws at them

**Our System**

Build high-touch, high-tech, high-volume leaders through innovations in marketing, back office support, licensing and technology platforms

## About Our Partners & Collaborators

***OneSource for Senior Living*,** a non-profit educational resource dedicated to helping Aging Adults & Unpaid Caregivers

www.seniorlife123.org - 203.344.7044

***Life Happens, Plan Now,*** a national non-profit campaign dedicated to bringing awareness to the importance of total Longevity Planning

www.lifehappensplannow.com - 203.344.7044

***4-Cause Alliances LLC*** – a boutique marketing agency

www.4causealliances.com - 212.602.1437

***Results-Based Financing***, a growth financing source for sales agents, advisors, coaches and educators

www.rbfinancing.com - 203.635.7600