

Veteran Cancer Script

Cancer Protection Plan Script (for Veterans)

1. Introduction

"The only thing you're missing that we help our Veterans with is your cancer protection plan.

Has anyone ever told you about a cancer protection plan before?

Has anyone gone over what is and isn't covered by the VA when it comes to cancer?"

2. Current Coverage Check

"What kind of protection or coverage do you have in place right now if you were to get cancer?"

"I mean... God forbid, but if you were diagnosed with cancer, even something modest like \$15,000—would that help you cover things like bills, meds, or travel?"

"The VA is great for covering medical treatment, but it doesn't cover things like:

- Loss of income
- Travel expenses
- Medication costs"

3. Health Questions

- "When's the last time you got screened for cancer—like a colonoscopy? How did the results turn out?"
- "Are you a smoker or non-smoker?"
- "Have you ever had cancer before?"

4. Reference Point

"Who do you know that's had cancer before?

What did their journey look like—chemo, radiation, medications, hospital visits?"

(Use this to personalize and ground the reality of the need.)

5. Value Proposition

"This benefit is a living benefit as well—meaning you can use the money while you're alive, if diagnosed it also acts as a death benefit, if you were to pass away from cancer.

Most of the veterans we help use this to protect against the unexpected costs cancer can bring."

6. Story Time (Personalize with Real Examples)

"We had a client who was paying \$800/month for just one cancer medication—he got a \$30,000 check.

Another client who didn't even want to pursue treatment used the funds to travel the country in his RV."

7. The Pitch

"A lot of the Veterans we help use part of their Giveback to fund this.

That way, they don't come out of pocket—they're just using a small portion of money they're already getting back.

If you were to ever be diagnosed, you just call us and we help get you a check for at least \$15,000+."

8. The Close

"Does it make sense to you to have that kind of coverage in place?
How do you think it would help you or your family?"

"What would be the best day for the premium to come out?"
(Clarify that it's a separate policy and will draft from their bank account within
1–2 business days.)

9. Underwriting Reminders

Be sure to ask:

- Any HIV/AIDS history?
- Confirm Smoker / Non-Smoker status.
- Any pending test results?
- Any cancer treatment in the last 5 years?