

# INSURING YOUR IMPACT: LIFE INSURANCE IN BUSINESS

A Practical Guide for Entrepreneurs,  
Freelancers & Small Business Owners



*Brought to you by Safe Hands Bda – Educate. Engage. Protect.*

**SAFE HANDS BDA**

# Welcome!

Thank you for attending our webinar:  
**Smart Insurance Strategies for Entrepreneurs  
& Business Owners.**

This eBook is your companion guide—designed  
to help you reflect on what you learned,  
explore your options, and take your next steps  
with confidence.

Whether you're new to life insurance or  
revisiting your plan, you're in the right place.

**SHB**

# Introduction – Why Every Business Owner Needs a Plan

You've built something from the ground up — maybe you're a solo entrepreneur juggling clients and contracts, or you run a small business with a few loyal team members. Either way, your business is more than a paycheck. It's your reputation. Your livelihood. Your family's future.

But what happens if something happens to you?

Most business owners have plans for growth. But too few have a plan for what happens if they're not around. Illness, injury, or sudden death can bring even the most successful company to a halt. Without a clear financial buffer and continuity strategy, your team, your clients, and your family could be left scrambling.

Life insurance is often seen as a personal safety net — but for business owners, it's also a business asset. It's the financial foundation your company needs to survive the unexpected.

This guide is designed to show you how to use life insurance strategically:

- To protect your family's income
- To fund a smooth business succession
- To avoid chaos if a key partner or employee dies
- And to secure the legacy you've worked so hard to build



Let's get into the how.



# 1. Business Continuity: Why It Starts With You

Whether you're a founder, partner, or the entire business yourself, you are the engine that keeps things running. If you were to suddenly pass away or become disabled, could your business survive?

Would your family still have income?

Would your clients get what they paid for?

Would your team get paid next month?

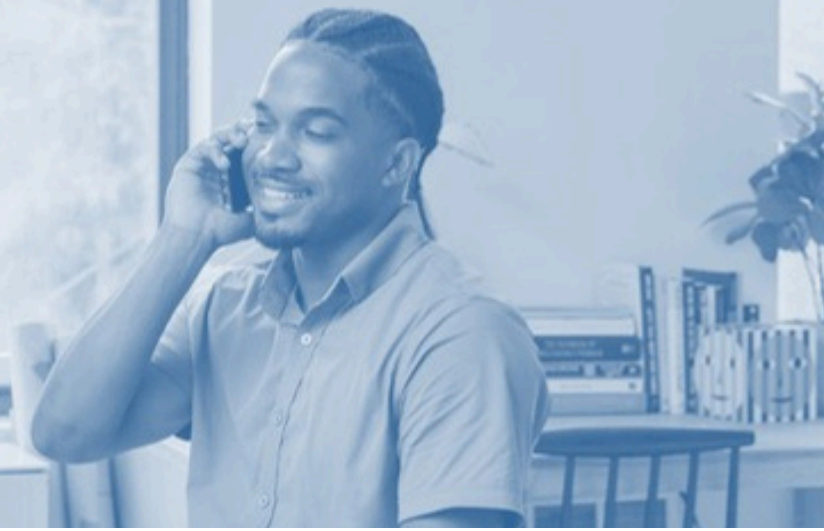
This is where life insurance becomes a continuity tool. When structured correctly, it creates an instant financial cushion that:

- Covers business operating expenses
- Provides income to your family
- Pays off business debts and obligations
- Buys time to find a replacement or sell the business

It's the safety valve that gives your business breathing room — and your loved ones peace of mind.



## 2. Key Person Insurance: Protecting Your MVPs



In every business, there are people whose absence would create a ripple effect — or worse, a full collapse. That person might be you, a co-founder, a top producer, or a specialist with unique knowledge or skills.

**Key Person Insurance** is a life insurance policy purchased by the business on the life of that essential person. The business pays the premium and is the beneficiary. If the key person passes away, the insurance payout helps the company survive the transition.

This can be used to:

- Cover lost revenue
- Pay off loans
- Hire and train a replacement
- Reassure investors and lenders

Think of it as business interruption insurance for people, not property.

### Who's your key person?

If you can name someone without whom your business would suffer — you probably need a policy.



### 3. Buy-Sell Agreements: A Will for Your Business Partnership

If you co-own your business, what happens to your partner's share if they die unexpectedly? Will their spouse become your new business partner? Will their children try to sell the company?

**A Buy-Sell Agreement** is a legal document that outlines what happens if a business partner exits — due to death, disability, or retirement. But here's the key: it needs to be funded. That's where life insurance comes in.

Each partner is insured, and the policy payout is used to buy the deceased partner's share of the business. This gives the surviving family a fair payout — and the surviving partner(s) full control of the business.

**Without a Buy-Sell Agreement**, you risk:

- Ownership disputes
- Inheritance chaos
- Forced sales
- Business disruption

If you have a partner, this may be the most important document you ever draft.



## 4. What Solopreneurs Need to Know



If you're a freelancer or solopreneur, you might assume this doesn't apply to you – but it does. In fact, your risk may be even higher, because your business is you.

Without a plan in place, your family could inherit:

- Outstanding client work
- Business debts or leases
- Legal or tax obligations
- Loss of expected income

A properly structured life insurance policy can:

- Provide income for your family
- Pay to close down or sell the business
- Cover client refunds or transitions
- Protect your reputation and professional legacy

You don't need a team or a boardroom to think like a CEO. Life insurance is how solopreneurs plan like one.



## 5. Avoiding Common Insurance Mistakes



Too many business owners leave themselves exposed because of simple, avoidable missteps.

Here are the most common mistakes:

- ❌ Relying only on personal life insurance
- ❌ Not updating policies as your business grows
- ❌ Failing to name the business as the beneficiary
- ❌ No written agreement (like a Buy-Sell)
- ❌ Letting coverage lapse during lean months

Insurance isn't a one-time decision — it's a long-term strategy. It should evolve as your business does.





## 6. Your Business Risk Checklist and Next Steps

Before you go, here are some questions to consider:

- Do I have life insurance coverage tied to my business?
- Would my family have immediate income if I passed away?
- Do I have Key Person Insurance on essential team members?
- Is there a Buy-Sell Agreement in place (if partnered)?
- Are my policies updated and properly structured?

If you answered “no” or “I’m not sure” to any of the above — don’t panic. But don’t delay either.



You’ve already done the hard part — starting and building your business. Now it’s time to protect it.

- ✓ Download the Business Owner Risk Assessment Sheet
- ✓ Book your free 1-on-1 consultation to assess your needs
- ✓ Take action — because no one else will do it for you

Your business is your impact. Make sure it lasts.

# About Us

Safe Hands BDA is the personal initiative of Dorota Wysocka Bradshaw, a life insurance consultant based in Bermuda. Launched in 2022, Safe Hands BDA was created not as a sales platform, but as a resource hub—**a space to educate, connect, and empower people through honest conversations about life insurance and financial protection.**

Dorota started the platform shortly after joining the life insurance team at CG Coralisle. Right away, she saw how much confusion and mistrust surrounded the industry—**how many people didn't really understand what life insurance could do for them, or why it mattered.** For her, stepping into this space with transparency and heart felt like the most natural next step.

But her connection to this work goes even deeper. Over a decade ago, Dorota experienced the impact of life insurance firsthand. When her father passed away, the life insurance proceeds helped her, her brother, and her mother navigate an incredibly difficult time with more stability and less financial fear. That experience left a lasting impression—and ultimately planted the seed for what would become Safe Hands BDA.

**Today, Dorota offers support to a wide range of individuals and families:**

- Young professionals just beginning their financial journey
- Parents and caregivers who want to protect the people who rely on them
- Business owners and key employees working to safeguard their companies and legacies
- Mature individuals looking ahead to retirement with intention

**Safe Hands BDA doesn't sell life insurance**—it educates. Dorota shares knowledge through conversations, workshops, webinars, LinkedIn posts, e-books, and other resources. Her goal is to make the world of life insurance more understandable, more approachable, and more human.

**No matter your background or stage of life, you deserve to feel informed, supported, and secure.**

You deserve to be in **safe hands.**

 **Based in Bermuda** | Serving individuals, families, and business owners island-wide





# Notes

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