

Build Your Financial Confidence™ Series

How to Guarantee Your Grandchild's Financial Future For \$3 Per Day

A Primer On How An Indexed Universal Life Insurance Policy Can Create Family Legacy



Large
Print
Edition

Michael McMeniman, LUTCF

How to Guarantee Your Grandchild's Financial Future For \$3 Per Day

*A Primer
On How An
Indexed Universal
Life Insurance Policy
Can Create Family Legacy*

By
Michael McMeniman
LUTCF

Large Print Edition

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The \$3 Per Day Promise

The Morning That ◆ Changed Everything ◆

It was a Tuesday morning, three weeks after my first grandchild was born.

I was sitting at the kitchen table, coffee in hand, looking at a photograph from the hospital — those tiny fingers wrapped around my thumb — and I thought about my own grandfather.

Grandpa George never had much money. He worked as a carpenter his whole life, retired on a union pension that barely covered living expenses.

When he passed, there was nothing left to give us except the memory of his handshake and his stories.

I remember thinking...

What will I leave my grand child?

*Three weeks after that photograph was taken,
I purchased an IUL policy,
so I could leave him a legacy.*

*He doesn't yet know the
power of compounding interest and
how it powerful it can be over time,
even at just \$3 per day!*

*But one day
— when he's 65 and collecting a
tax-free, six-figure income every year
for the rest of his life —
he will then KNOW the love I have for him.*

Every grandparent wants something better for their grandchildren. The answer doesn't lie in complex investment strategies or riding the volatile stock market. Instead, it lies in the **combined power of time and technique properly applied.**

Albert Einstein called compound interest
"the Eighth Wonder of the World."

This guide will show you how spending just \$3 per day on an Indexed Universal Life (IUL) insurance policy for your grandchild — started at birth — can create:

- *A tax-free cash value account exceeding \$1,000,000 by age 65*
- *A tax-free retirement income stream your grandchild cannot outlive*
- *Permanent life insurance protection from day one*
- *Complete protection from market volatility and loss*
- *A leveraged, income-tax-free wealth transfer to future generations*

\$3/Day
is all it takes to build a six-figure annual
tax-free retirement income

This is not speculation. These numbers come from actual policy illustrations and nearly 50 years of product history. The math is settled. The only question is whether you will act on it today.

"My first grandchild was born in November, 2024. Six weeks later, he was participating in a financial instrument that uses compound interest to start the wealth creation process — at the cost of just \$3 per day.

When my second grandchild was born in January, 2026, I started his IUL Policy – another \$3 Per Day Sacrifice.

Totally worth it!

This simple sacrifice I make each day for them is how I am creating a lasting financial legacy for my family that will reverberate for generations."

◆ Author Michael McMeniman, LUTCF ◆

Chapter One

What Is an Indexed Universal Life Policy?

◆ Patricia's Question ◆

Setting down her coffee, Patricia said, "I've heard about whole life, term life, mutual funds and annuities. What on earth is an Indexed Universal Life policy, and why do I need another policy?"

"Patricia," I said, "every other product you just named makes a choice between safety and growth. Either you protect your money, or you grow it.

*An IUL does both — at the same time."
She leaned forward. "Both? How?"*

"Because it doesn't invest your grandchild's money in the market. It watches the market. When the market goes up, you capture a share of the gain. When the market goes down — and it will — your balance simply stays flat.

*The losses are the market's problem, not yours."
She sat back. "Why doesn't everyone do this?"
"They simply do not know about it... yet" I said.*

An Indexed Universal Life (IUL) policy is a form of permanent life insurance that combines a death benefit with a tax-advantaged cash value account. The IUL's cash value growth is linked — indirectly — to the performance of a stock market index like the S&P 500, while being shielded from direct market losses.

How Gains Are Credited: The Floor and the Cap

Rather than holding actual stocks, the insurance carrier uses a portion of premium income to purchase options contracts linked to a market index. This delivers:

- *In strong market years: the IUL cash account participates in the gains, up to a cap. Best years have seen credits of 20% or more.*
- *In down market years: the cash account does NOT lose value. A floor of 0–1% kicks in, locking in prior-year gains permanently.*
- *Historical average crediting rate: 9–11% per year over the most recent 20-year period.*

In the worst market years, the IUL cash value stays level. In the best years, it participates in the gains of the market.

The devastating impact and risk of down-market years is simply eliminated. Your cash value only goes up – it never loses value!

Key Features at a Glance

Feature	What It Means for Your Grandchild
Permanent coverage	Cannot be cancelled as long as properly funded
Policy owner	You — the grandparent — control the policy
Minimum premium	\$90 per month (\$3 per day)
Cash value growth	Indexed to market with a 0–1% floor — never goes backward
Tax treatment	Tax-free growth and retirement income distribution
Access to funds	College, first home, business — any time, any purpose
Death benefit	Paid income-tax-free to your named beneficiary
Insurability lock	Birth-rate locked forever — no future health event can change it

Chapter Two

Why Starting Early Changes Everything

◆ Robert's Regret ◆

Robert was 71 when his daughter brought him to my office. "Dad waited," she said quietly. "He wants to make sure his grandkids don't suffer the same consequences."

*Robert leaned forward.
"Michael, I watched my financial advisor put my \$200,000 into the market in 2007. By 2009, it was \$112,000. I was 54 years old and was planning on retiring early – this loss was financially devastating to me. I had to keep working for another whole decade. I will never get those years back."*

"But I understand you can help me guarantee my grandchildren never have to suffer the same experience."

We opened three policies for his grandchildren that very afternoon. Robert paid the first year's premium for each.

*"Best money I ever spent,"
he told me at Christmas.*

The single greatest factor in wealth creation is not the amount of money invested — it is the time allowed for it to grow.

Compound Interest in Plain Numbers

Savings Method	Outcome After 18 Years on \$100/Month
Coffee can — no interest	\$21,600 total (exactly what you put in)
Bank savings at 7% compound interest	Over \$170,000 — a gain of \$148,400
IUL at 9.48% historical average	Even more — with zero downside risk

If this \$90 per month continues into adulthood, as the accumulated funds grow to nearly
\$1,000,000 by age 65 —
all from a consistent \$3 per day contribution.

The Common Thread in Most Investments:
Market Risk

Investment	Market Risk	Tax at Retirement	Key Limitation
Individual Stocks	HIGH	Capital Gains	Value can collapse rapidly
IRA / 401(k)	HIGH	Full income tax	Taxed at unknown future rate
Mutual Funds	HIGH	Annual distributions	Market-exposed
Bank CDs	None	Taxed annually	Growth barely beats inflation
Real Estate	MEDIUM	Capital gains	Hard to sell; requires debt
✓ IUL	NONE	Tax-free	The ideal long-term vehicle

◆ **Dorothy's Six Figure Loss Lesson** ◆

*Dorothy, age 68, had watched her 401(k)
lose 38% in 2008.*

*"I cried," she told me. "Literally cried. I was two
years from retiring.*

*I had to work four more years just to get
back to where I started."*

*"Dorothy, what would you give to know that your
grandson's account could never go backwards
like yours did?"*

*She didn't answer. She just reached
for her checkbook.*

Chapter Three

Projected Growth from Birth to Retirement

The following table is drawn from an actual IUL policy illustration for a newborn child, funded at \$90 per month (\$3 per day). The projected crediting rate is a conservative **6.35%** annually — only about two-thirds of the actual 20-year historical average of **9.48%**. Actual results may be significantly higher.

Child's Age	Year	Total Premium Paid	Projected Cash Value
Newborn	Year 1	\$1,080	\$320
Age 5	Year 5	\$5,400	\$5,200
Age 10	Year 10	\$10,800	\$13,800
Age 21	Year 21	\$22,680	\$56,800
Age 30	Year 30	\$32,400	\$124,500
Age 40	Year 40	\$43,200	\$282,700
Age 50	Year 50	\$54,000	\$566,900
Age 55	Year 55	\$59,400	\$779,200
Age 65	Year 65	\$70,200	\$1,018,358

\$1,018,358

Projected cash value at age 65

— from a \$3 per day premium, started at birth

◆ **The Birthday Card That Started a Dynasty** ◆

*Helen was 69 when her daughter called:
twins were on the way.*

*"I was going to get them a nice savings bond,"
Helen told me later. Then my neighbor showed
me what her mother had done for her.*

*"A \$3-a-day policy started at birth. She's 42 now
and already has over \$280,000 in her account.
She's never touched it."*

*Helen drove to my office the following Monday.
She opened policies for both twins before they
were eight weeks old. "It's the best birthday
present I will ever give them," she said.*

Chapter Four

Mastering the Tax Advantages

◆ The Uncle Who Got Taxed Twice ◆

Gary's uncle left him \$80,000 in mutual funds.

"I was so grateful," Gary said.

"And then I got the tax bill.

Capital gains from 40 years of growth.

*By the time I paid taxes, I actually received
only about \$54,000."*

*"That's what happens when you leave money in
the wrong kind of account,"*

I explained. "An IUL death benefit?

*When your grandchild receives it,
they receive every dollar. No capital gains.*

No income tax. Just the full amount.

The government's take is zero."

Gary scheduled an application that week.

*"I won't let that happen to my grandkids,"
he said.*

The IUL's tax structure is perhaps its most powerful — and most misunderstood — benefit.

Here is how it compares to every common alternative:

Vehicle	Growth Taxed?	Distributions Taxed?	Tax Risk at Retirement
Bank CD	YES	YES	High unknown future rate
IRA / 401(k)	Deferred	YES	Very High Full ordinary income tax
✓ IUL	NO	NO	ZERO Tax-free Participating Loans

How Tax-Free Distributions Work

When your grandchild is ready to access their IUL cash value for retirement income, distributions are structured as Participating Policy Loans — not withdrawals.

A policy loan is not "earned income" under the IRS — just like a mortgage or car loan is not taxable income.

- *The loan comes from the carrier, using the IUL cash value as collateral.*
- *The cash account continues earning as if no loan was taken.*
- *The outstanding loan balance is repaid from the death benefit — no repayment required during the owner's lifetime.*
- *The remaining death benefit passes income-tax-free to the named beneficiary.*

Chapter Five

Creating a Tax-Free Retirement Income Stream

◆ What \$108,000 a Year Means in Real Life ◆

"Frank, picture your granddaughter Sophie all grown up at age 65.

Her friends are watching their 401(k)s get eaten alive by market swings. They're calculating if they can afford to retire at all.

Sophie is collecting \$108,000 a year
— tax-free income —
from a policy you started
when she was just six weeks old."

"She won't remember a day without it.
She never worried about it. It just grew.

And now she's living a life most people only dream about — because of \$3 per day sacrifice from a decision you made before she could even hold her own head up."

Frank was quiet for a long moment.
"Can we start it for her little brother too?"

Summary at Age 65	Amount
Projected cash value (conservative 6.35%)	\$1,018,358
Annual retirement income at 8% distribution rate	\$81,468 – \$108,000+
Tax owed on this income	\$0 (Participating Loan)
Duration of retirement income stream	Lifetime — cannot be outlived
Total premiums paid over 65 years	\$70,200
Leverage ratio	~14.5× your money — tax free

\$108,000/Year
Projected tax-free annual retirement income
for life — from \$3/day premium from birth

Why This Income Stream Cannot Be Outlived

When your grandchild takes an \$80,000 annual Participating Loan against a \$1,000,000 cash value:

- *The \$1,000,000 serves as collateral for a loan from the carrier's general fund.*
- *The full \$1,000,000 continues to earn indexed credits as if no loan was taken.*
- *Each year, the growth credited often exceeds the loan amount — so the account value grows despite income being distributed.*
- *As long as the cash account is properly funded before retirement income is started using participating Loans, the income stream most often continues for life.*

Chapter Six

Protecting Your Family from Day One

◆ The Call No Parent Should Ever Receive ◆

Diane mentioned her nephew — a healthy 8-year-old recently diagnosed with Type 1 diabetes.

*"His parents are good people," she said.
"But now he will likely can never be able to
get life insurance.*

*Not affordable life insurance, anyway.
He's eight years old and he's already going to be
told no for the rest of his life."*

*"This happens because his parents simply did not
understand the negative consequence of waiting
too long to act." I explained tenderly.*

*"If his parents had started an IUL policy
the week he was born
— before any diagnosis —
his coverage would be locked in forever.*

She looked at me. "I have four grandchildren."

Coverage in an IUL policy begins on the very first day the policy is in force: permanent, life-long, life insurance protection for your grandchild.

Immediate and Permanent Protection

- *Permanent coverage: cannot be cancelled as long as the policy is properly funded.*
- *Health lock-in: any future medical diagnosis, accident, or condition cannot result in cancellation or premium increase.*
- *Quick approval: for a healthy child, underwriting is typically completed within a few days.*
- *Tax-free death benefit: the beneficiary receives the full death benefit free of income tax.*
- *Financial breathing room: funds provide time for parents to grieve without financial pressure.*

"The loss of a child is the hardest experience any parent can endure. Only 2% of deaths in a given year are for children age 19 or younger — but it does happen. It is simply prudent to plan for the possibility."

Guaranteed Insurability: A Gift That Cannot Be Duplicated

Health challenges, accidents, or chronic conditions that develop later in childhood can make obtaining life insurance difficult or impossible as an adult. By securing the IUL at birth, the coverage is established before any health conditions can develop, and premium rates are locked at the most affordable level available.

**A healthy newborn qualifies for
the best possible rates and
guaranteed permanent coverage.**

Waiting even a few years results in higher
premiums and less accumulation towards
retirement income.

Waiting until school age, when a negative health
condition can develop,
may make affordable coverage impossible.

Chapter Seven

Creating a True Multi-Generational Legacy

◆ The Family That Changed the Pattern ◆

Tom and Gloria had both grown up in working-class families.

"My dad worked 40 years in a warehouse," Tom said. "When he passed, there was a little savings and a lot of memories.

"He was a solid, good man. But no financial transfer. My mom had to sell the house just to pay for assisted living."

They opened policies for their four grandchildren that afternoon. Tom named each policy — not by the grandchild's name, but by a word: Foundation. Momentum. Legacy. Future.

"Each one of these kids starts further ahead than we did. And when they have kids — my great-grandchildren — they'll do the same thing. The pattern is broken. It ends with us."

*He meant it as a statement.
I heard it as a declaration.*

The IUL policy does not end its work at your grandchild's retirement. It becomes the cornerstone of a true multi-generational wealth transfer system — one that builds on itself with each passing generation.

Transfer Vehicle	Tax Treatment at Death
Stocks (unrealized gains)	Taxable — capital gains on the difference
Bank CDs	Taxable — gains subject to income tax
Mutual Funds	Taxable — capital gains on distributions
Real Estate	Taxable — capital gains tax applies
Traditional IRA / 401(k)	Fully taxable as ordinary income
✓ IUL Death Benefit	INCOME-TAX-FREE — passes to beneficiary with no income or capital gains tax

The Generational Compound Effect

- *Generation 1: You open an IUL for your grandchild at birth for just \$3 per day.*
- *Generation 2: Your grandchild opens an IUL for their child (your great-grandchild) — making the same sacrifice you made.*
- *Generation 3: Your great-grandchild does the same. Millions of dollars in compound interest changes the financial future of your family tree with no risk of loss due to the market!*
- *Wealth transferred to the next generation. And so on and so on and so on.*
- *You get to be the catalyst!*

"Each successive generation starts further ahead financially. This is how families build lasting, compounding, multi-generational wealth — not by accident, but by intentional design."

Flexible Access Throughout Life

The IUL cash value is not locked away until retirement. This means no age 59 ½ withdrawal tax penalty. No requirement to start RMD's at Age 73.

Your grandchild can access their cash value account at any time, for any purpose:

- *College tuition and education expenses*
- *Down payment on a first home*
- *Wedding costs*
- *Starting a business*
- *Emergency financial needs*
- *Bridge income during career transitions*

Chapter Eight

Everything This Policy Delivers — All at Once

◆ Barbara's List ◆

Barbara was a retired schoolteacher — precise, methodical, skeptical.

"Give me the list," she said. "Every single benefit."

I handed her a sheet. She read it slowly, line by line. When she was done, she set it down and looked at me over her reading glasses.

"Michael, this is the same product I can buy for all my grandchildren?"

"Yes." I said.

"For just \$3 per day per grandchild."

She replied.

"Yes." I reiterated.

"And it does all of this growth ... continuously?"

"Every single up year in the market, it grows.

All from day one of the policy."

Barbara picked up the sheet, folded it carefully, and put it in her purse.

"I have six grandchildren," she said.

"I'll need six applications."

An IUL In Summary

- Immediate permanent life insurance death benefit from day one
- Guaranteed insurability regardless of future health events — locked in at birth
- Cash value account that grows tax-free, never decreasing due to market volatility
- Historical average credited rate of 9–11% per year over the past 20 years
- Flexible premiums: minimum \$3 per day; add more and accelerate growth faster
- Open access to cash value at any time
- Tax-free, six-figure retirement income for life via Participating Policy Loans
- Retirement income that cannot be outlived when the policy is funded consistently
- No required minimum distributions — unlike IRAs and 401(k)s
- No income tax risk from future rate increases on the accumulated cash value
- Tax-free wealth transfer to the next generation

Chapter Nine

How to Get Started: Your Next Steps

◆ The Only Regret I Ever Hear ◆

*In 20 years of working with families,
I have heard one consistent regret.*

*Not from the people who started a policy.
But from the people who waited.*

"I wish I had done this when they were born."

"I kept meaning to call you."

*"I didn't think \$3 a day would make a
life-altering difference."*

*I have never — not once — had a grandparent
look at a policy illustration
and say, "I wish I had waited longer."*

*The only thing that separates the grandparent
who does this from the one who doesn't
is a 20-minute phone call.*

Make the call today.

Getting your grandchild enrolled is simpler and faster than you might expect.

Step 1: Contact a Licensed Agent

Reach out to Michael McMeniman, LUTCF, at Maneuver Financial LLC for a free, no-obligation, educational consultation. You will review your goals, receive a personalized policy illustration, and have all your questions answered.

Step 2: Complete the Application

The application takes just minutes. For a grandchild, it is submitted by you as the policy owner.

You will need:

- *Some states may require parental permission*
- *Grandchild's full name, date of birth, and Social Security Number (most are issued ~ age 6 weeks)*
- *Your personal information as policy owner*
- *Desired premium amount & source of funds*

(Starting at \$90 per month or \$3 per day. Although additional funds do accelerate cash value fund accumulation, there are some maximum limitations. Talk with an agent.)

- *Designate the Policy Beneficiaries*

Step 3: Underwriting and Approval

For a healthy child, underwriting is typically completed within a few days. Once approved and the first premium is paid, coverage begins immediately.

Step 4: Set Up Automatic Payments

Automatic monthly or annual premium payments ensure the account grows steadily without interruption — the discipline that turns \$3 a day into over a million dollars for your grand child's future needs.

**Ready to Guarantee Your
Grandchild's Financial Future?**

Free, no-obligation illustration.

♦ **ManeuverFinancial.com** ♦

**“Leaving a legacy for your grand child is the
most beneficial gift you can give.”**

*- Cha Cha
Grandmother of two!*

About the Author



Michael McMeniman, LUTCF

Michael McMeniman is a Licensed Financial Professional and the founder of Maneuver Financial LLC, a Virginia-based financial services firm dedicated to client insurance education, wealth & estate planning, and retirement income protection. He holds the LUTCF designation (Life Underwriter Training Council Fellow), reflecting his commitment to ongoing professional education.

A Navy Submarine veteran and recovered alcoholic, Michael credits the discipline and clarity he developed through overcoming personal adversity as the foundation of his professional mission.

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BOOK SERIES

- *How to Guarantee Your Child's Financial Future for Just \$3 Per Day*
- *How to Guarantee Your Grandchild's Financial Future for Just \$3 Per Day*
- *How to Buy Life Insurance Without Getting Ripped Off*
- *15 Most Frequently Asked Questions About Life Insurance*
- *15 Most Frequently Asked Questions About Health Insurance*

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*The first role of a grandparent is to
give unconditional love to your grandchildren.*



*The second role is to impart wisdom
learned from a lifetime of experience.*



*The final role is to guide the extended family
to create a lasting family legacy.*

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