

How to Attract and Sell the *'Ideal Insurance Prospects'*

...For Your Current Products and Services!



“The trouble with opportunity is that it always comes disguised as hard work!”

IPS Publishing Group

Affiliated with the famous **Insurance Pro Shop**

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www.insuranceproshop.com

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Bios

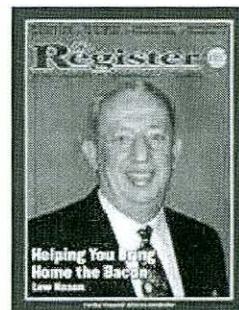
Lew Nason, FMM, LUTCF, RFC, CFLA with his sons **Jeremy Nason**, FMM, RFC, CFLA and **Will Nason**, FMM, RFC, CFLA are the creators of the famous *Insurance Pro Shop™* -“The first affordable, full service insurance marketing and sales resource center for today's Financial Pro, and *Found Money Management™*; a system dedicated to helping Middle Income Families to ‘Live Debt Free and Truly Wealthy!’

Lew is a college graduate in business, with 3 decades of experience in the financial services industry as an Account Representative, Business & Estate Planning Liaison, Branch Manager, Regional General Agent, Recruiter, Speaker, Trainer, Consultant, Coach and Mentor. As an Account Representative, Branch Manager, and RGA, he has qualified for numerous sales conventions and prestigious awards with Met Life, Jefferson Pilot Life, and Aviva Life and Annuity.

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Lew, Jeremy and Will hold the Registered Financial Consultant (RFC) designation from the *International Association of Registered Financial Consultants*, Inc. and were featured in the *IARFC Register* magazine September, 2011.

They are regularly featured columnists in various industry publications, including *The IARFC Register®*, *ProducersWeb*, *Financial Services Journal Online*, *Probe*, and the 87year old *Financial Services Advisor* magazine.



For over three decades, their unique perspectives, on how to truly help clients, have enabled scores of agents and advisors to reach the top levels of their profession.

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About The Insurance Pro Shop

Our Mission... is to help you to truly help middle income families to spend, save, invest, insure and plan wisely for the future, to achieve financial independence, so you become the most recognized, trusted, respected and sought after financial professional in your local community.

Our Goal... is to help bring about a positive change in the insurance and financial industry to make it the respected and trusted profession it should be, while helping you to earn the substantial living you want and deserve.

Our Philosophy... is that if you help enough people to get what they want, then you'll get what you want.

We Are Dedicated To Helping You Succeed In This Business...

So, if you have any questions, or we can help in anyway, please give our founders Lew or Jeremy a call today for a FREE 15 minute consultation.

877-297-4608 (M-F, 9AM-5PM, EST)

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Are You Missing The Boat!!!

Before we get into... **How to Attract and Sell the '*Ideal Insurance Prospects*' For Your Current Products and Services...** and we reveal the 'Simple' Strategies You Need To Quickly Double and Triple Your Leads, Appointments and Sales in the next 60 to 180 days... I've something really important to get off my chest.

Most of the agents, advisors and planners who read this won't want to hear what I'm about to say... But they are missing the boat, big time! Most of these people want to believe there is a '**Quick Solution**' to being successful in sales, or taking their sales to the next level. They want to believe all the hype out there and believe there are magical lead sources, lead systems, or a hot new sales idea that will have people begging for an appointment and begging to be sold. They want to believe that if they have the best product, price, investment returns, and/or a hot new sales idea, then all they have to do is show up and they'll make a 'Bazillion Dollars!' 

However, the actual evidence is... **86% of the people who enter insurance sales are out of the industry within four years.** And, the few agents and advisors who do manage to survive four years are making an average net income of only \$45,000 per year!

"According to the American Council for Life Insurance, the number of life insurance agents has shrunk by nearly 100,000 in recent years. For every 1,000 agents recruited, only 14% survive the first four (4) years. Surviving agents only produce an average of \$45,000 of earnings in their fourth (4th) contract year."



I know that almost every recruiter, agency head and lead company is telling you that they have a great turnkey lead and sales system. And, if you follow their system, they'll guarantee you'll make a 'Bazillion Dollars!'

But, the actual facts state something entirely different. Only '**One Out of Six**' agents are surviving past 4 years. And, only '**One Out of Ten**' of those surviving agents are earning \$100,000 or more per year. If you do the math, that means that out of 1000 agents hired this year, only 140 agents will survive and be earning approximately \$45,000 per year by year four. (860 agents will fail, 140 will survive) And, only 14 will be earning \$100,000 or more.

Obviously, no matter what you are being told, or what you want to believe, the odds of you surviving and making a significant six-figure income in insurance sales... is only 1.4 out of 100!

However, you can **get off to a quick start**, dramatically increase the odds of your survival, and you can be earning a consistent six-figure income (or seven-figure income) with the right knowledge, training, coaching and mentoring. It starts by you learning how to **become the most respected 'Trusted' financial advisor in your local community**. The one person people want to see, so you can consistently attract the '*Ideal Insurance*

Prospects' to you. And that's about you learning how to make a **positive difference in people's lives**, instead of just making a sale!

Unfortunately, if you want to have your best chance of succeeding, then you can't just rely on what a recruiting organization tells you, or gives you. As the President of one of the largest IMOs in the country told me after reviewing one of our marketing and sales systems... (*He had called me and asked me to send him our system so he could review it.*)

"I glanced at the information you sent me and it would not fit our focus because of amount of time it takes to get the training done. Excellent material! Our training process is to get as many people as we can on the boat to find out who can write before we spend any time or money training them." (*This is a Direct Quote!*)

Unfortunately, I've gotten very similar responses from many of the large IMOs and large career agency companies. They believe it's cheaper for them to play the numbers game, than to spend their time and money training the agents. I was told the same things by upper management, when I was a branch manager for a Major Insurance Company.

The questions you should be asking are...

- **What does it take to succeed today in insurance sales?**
- **What training do I need?**
- **Where do I get the training?**

It's up to you! You can continue to believe all of the hype, or you can take complete control of your career starting today!

Proven 80% Success Rate... (documented)

My name is **Lew Nason**, and my son **Jeremy** and I have been training agents and advisors for 3 decades on how to properly apply these powerful insurance and annuity sales concepts to **actually help people**. **Example:** As a Manager for Met Life, from 1989-94, I hired 23 brand new agents. Over 10 years later, 18 of those agents were still in this business. That's an '**80% Success Rate**', verses the industry's 86% failure rate!

Proven Significant Six Figure Annual Incomes... (documented)

Plus, all 18 of those agents were making more than \$100,000 per year. Today, many of them are making \$200,000, \$300,000 and much more! Consider, according to LIMRA, the average net income per agent (or advisor) is less than \$45,000 per year. The people we've trained have net incomes well above \$150,000 per year.

That's More Than Triple the Industry Averages! And puts them in the top 1% of all agents today!

Please Listen: Over the years, you are going to spend thousands of dollars in time, money and effort building your business. Why not learn to do it the most effective, money-making way? Why not learn the **marketing, prospecting and sales strategies** that the most successful agents and advisors on the planet use to attract and sell their 'Ideal Insurance Prospects'? It just makes good sense.

Master the Greatest Business Skill You Can Ever Learn!

Would you like to know what the greatest business skill you could ever learn is?

Well, please pay close attention. The skill I'm talking about is...

'Knowing How to 'ATTRACT' the 'Ideal Insurance Prospects',

I'll bet you're thinking; "*I already knew that!*"

The problem is that most agents and advisors don't really understand this skill. They think it's just a numbers game... just finding enough people to talk to. They think they can buy leads, or send out sales letters to get leads, and as long as they have the best products, the lowest premiums, best returns and a good sales spiel they'll close sales. Wouldn't it be great if it were that easy?



Obviously, there is a lot more to it than that! And, when you fully understand this skill and you've learned how to do this exceptionally well, you'll be able to make the kind of income you want from your insurance business...

The advisors who are earning at least \$250,000 a year all understand and have mastered this skill. And, once you understand and master it, you'll also be able to make the same or even greater income... almost effortlessly!

Before we go any further... We're not some ivory tower, home office guys. These insurance and annuity marketing, lead generation, appointment setting and sales principles we are about to reveal to you aren't some theoretical babble we've learned from a book, or just dreamed up. These are real world, proven insurance marketing and sales strategies that we've learned over the past three decades working with many of the true legends in this industry studying, testing and refining their techniques. We've been in the trenches, just like you. And, we've been selling insurance, annuities and investments and training agents, advisors and planners for three decades.

Understanding and Mastering This Skill

Attracting the 'Ideal Insurance Prospects' is actually composed of three distinct skills...

'The Right Message... To the Right Prospects... At the Right Time!'

These three skills, in simple terms, are about you becoming a specialist in solving a specific immediate PROBLEM for people... deciding who the **IDEAL** prospects are for your specialty... then constantly delivering your special message to those prospects!

Important Message... It might surprise you to know the agents, advisors and planners we work with aren't doing anything that's really any different from what you're doing. **There isn't anything that is really new. It's all been done before.** They've just learned

a few little '*Insider Secrets*' and '*Tricks of the Trade*' below that makes them a little bit better and much more successful at attracting the '*Ideal Insurance Prospects!*'

Become the Trusted Advisor People Want to See!

Determine Your Specialty!

Is 'Sales' about getting people to buy the products that you want to sell them? Or, is it about **helping people** to buy what they need and want **to solve a problem they have**? This is where most agents have a problem and stumble right from the start. They have the wrong idea of what selling is! So, when they get a lead, they have a problem turning the lead into an appointment, let alone a sale. (*The Right Message*)

- **Do you have an urgent problem that you can solve for your prospect?** If your prospect doesn't have a problem, then why should they meet with you? If it isn't an urgent problem, then why should they meet with you right now?
- **Does your prospect recognize the problem they have?** What can you do and say to get them to see they have a problem and agree to an appointment?
- **Does the prospect want to solve the problem?** Do they want to solve it right now? What can you say and do to move the sale along?
- **Even if they do want to solve the problem, do they have the money?** What can you do to help them find the money?

Decide who the IDEAL prospects are for your specialty!

This is another area where the vast majority of people have a problem. They want to believe that everybody is a good prospect for what they offer. So, they waste their time and money sending letters to, talking to, meeting with and trying to sell the wrong people.

- **Are there some people that are better prospects than others for your products or services?** Example: If you are selling life insurance, is it going to be easier to sell it to single people, or to people with families to protect?
- **Are there some areas, companies, associations, etc. that have groups of your ideal prospects?** If you sell one person in that group, is it going to be easier to set appointments with and sell the other people in the same group?
- **Are there some prospects that you relate to better than others?** Are there prospects who you have more things in common with than others? When you relate better with a prospect isn't it going to be easier to set an appointment and close a sale?

Constantly deliver your Special message... to the Right Prospects!

Most agents, advisors and planners spend all their time trying to meet with and sell strangers, which is the hardest, most frustrating and most expensive way to build their business. And, yet isn't that what most lead systems focus on!

- **How hard is to get an appointment with someone who has never heard of you, or the work you do?** How much credibility do you have with these strangers? How much trust do these strangers have in you? Don't most people prefer to do business with people they already know?

- How much easier would it be to get an appointment with someone, if his or her trusted advisor or friend recommended you and endorsed your services?
- How much easier is it to make an appointment with people who have already heard of you and the work you do?

In order to build your reputation, to become the trusted advisor people want to see and attract tons of the 'IDEAL' qualified prospects, you need to consistently use several of the effective lead systems listed below. However, you have to do it in such a way, that you are constantly delivering your special marketing message... at the Right Time!

Stop Struggling With Your Marketing

Most of the advisors we talk to have tried purchasing leads, using information booklets and free reports, client newsletters, direct mail, postcards, joint venture marketing, dinner seminars, educational workshops, asking for referrals, articles for the newspaper, press releases, being a guest on a local television or radio program, lead groups, etc., without much success. The reason they are struggling with these lead generation methods isn't because they don't work. It's because they were never given or learned the little '*insider secrets*' and '*tricks of the trade*' to making these proven methods work. They didn't follow through. They tried one method at a time. They were looking for 'one quick way' to generate a consistent flow of leads, instead of learning how to combine each of these proven lead generation methods into a complete marketing program that will consistently deliver your special message 'At the Right Time'... to you put you in front of more of the 'Ideal Insurance Prospects' in one month, than most agents will see in an entire year.

Imagine having an avalanche of highly qualified prospects phoning, mailing, or e-mailing you each week, practically begging to meet with you. Wouldn't this be a great problem for you to have?

If You Want More 'IDEAL' Prospects, You Can Take The 'Trial and Error' Approach To Try To Develop Your Own Marketing System, Or... You can have more 'Ideal Insurance Prospects' than you can handle in literally just a few days from now by learning from the people who have actually done it. The people that have already gone through the expense of the 'trial and error' approach for you!

What's In All of Our Lead Generation Programs?

Simply, we have identified specific immediate problems that you can use to attract the 'Ideal Insurance Prospects' to you... in a virtually untapped market. They are the prospects you have the best chance of setting an appointment with and selling!

We've also included a detailed explanation of 12 of the most effective and quickest lead generation methods... along with the philosophies and '*insider secrets*' behind those methods. '**Insider Secrets**' like how to become the Trusted Advisor people want to see.

No more... Cold Calling, Buying Expensive Leads or Taking A Commission Cut To Get Leads! You'll learn how to be in front of more of the 'Ideal Insurance Prospects' in one month, than most agents will see in a year... For under \$200 per month!

Here's one simple idea of what you can do right now to quickly attract and be in front of be right prospects...

You Can Have More IDEAL Prospects Than You Can Possibly See... Starting Tomorrow!

It seems that every day for the past 3 years, we've been inundated with bad news about our economy, the stock market and financial institutions struggling... AIG In Serious Trouble, Large Banks Failing, the Stock Market Plummeting, Higher Gas Prices, Increased Mortgage Foreclosures and the '\$700 Billion Bailout'?

Many of the leading financial experts, including **Jack Gargan**, the founder of the IARFC, are predicting that many large and small businesses are going to fail, as banks are forced tighten up their lending criteria and deny loans. Will that lead to the high unemployment and the runaway inflation we experienced 40 years ago? Even with the passage of the '\$700 Billion Bailout', are we just postponing the inevitable? Who's eventually going to end up footing the bill for the bailout? What will that do to the future income tax rates?



How is all this bad news affecting your ability to find and attract new prospects, set appointments and close sales?

Even prior to all of these recent financial problems, it's been getting harder and harder every year for most advisors to attract prospects, set appointments and close sales, as more and more families and retirees have been struggling with their finances. Consumer debt has been skyrocketing out of control for the past 10 years. We've had a negative savings rate for the past three years. CD rates have been extremely low, and the Stock Market still hasn't recovered to the high point, where it was in 1999.

How many families will have no other choice but to curtail spending and cut their expenses, if they want to keep their home, their car, food on the table and keep from going bankrupt? What will happen if they lose their employment?



How many retirees have already lost large sums of money in the stock market, and with mortgage backed securities? Do they now have considerably less money to generate the income they need? What drastic choices will they have to make to survive? It's a scary time financially, for almost everyone.

Unfortunately, the vast majority of agents, who have been just pushing products, investment returns or the latest hot new sales idea, are struggling to make a decent living. These are extremely difficult times. Many of them are not going to make it.

However, for those few advisors who have been **focused on truly helping people**, and have **become the trusted advisor people want to see**, this will be one of the most financially and personally rewarding times of their career. Who else can all of these struggling consumers turn to for real help with their finances?

Every advisor has a golden opportunity to significantly prosper in these tough economic times, if instead of pushing products, price and/or investment returns they start focusing on really helping people to solve their financial problems. People are begging for and want real help with their finances. They want to know how they can survive this terrible economic mess.



Offering Free Educational Workshops...

You can attract more 'Ideal Insurance Prospects' than you can possibly see... starting tomorrow, if you'll focus your message and effort on truly **helping people with their finances!**

Can you help families to 'find the money' to reduce and/or eliminate their debts; 'find the money' to start saving for their future; and 'find the money' to purchase the insurances they need to protect their family?

Can you help retirees to stop losing their savings in the stock market, reduce their income taxes, and show them how they can have a guaranteed income they can't outlive?

Can you invite all of your clients, friends, relatives, prospects and everyone else you know to a free educational workshop on '*Helping Families to Live Debt Free and Truly Wealthy, In Spite of the Economic Downturn!*' Or '*Helping Retirees to Guarantee a Life Time of Income, In Spite of the Economic Downturn!*' And, the price of admission is to bring a friend.



Can you offer your free educational workshops to associations, civic groups and religious organizations? Or, how about offering an adult education class at your local college?

If you can help your clients, friends, relatives, prospects and everyone you know to see that you can help them to solve their financial problems, and they can have a brighter financial future, even with all of the problems in our economy, how valuable are your services to them? Won't they all want to see you?

**It's time for every advisor to step up...
And start making a real difference in people lives!**

Wait, there's more...

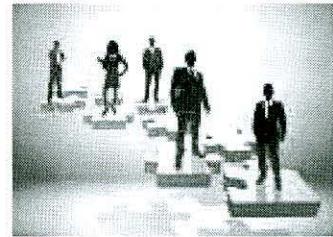
Stop Trying To Go It Alone!

Call us Today, Toll Free to schedule a No Obligation, Free 15 Minute Consultation
with our founders Lew or Jeremy Nason. What Have You Got To Lose?

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What Are The Very Best Ways to Generate Leads, to Get New Sales?



Many of the agents, advisors and planners who call us are looking for the quickest, most cost effective and best ways to generate a constant stream of the highest quality insurance and annuity leads, to make more sales. These people have tried purchasing leads, preset appointments, using information booklets and free reports, client newsletters, direct mail, postcards, joint ventures, dinner seminars, educational workshops, asking for referrals, articles for the newspaper, press releases, being a guest on a local television or radio program, lead groups, etc., without much success.



As I stated earlier, the reason they are struggling with these lead generation methods isn't because they don't work. It's because they were never given or learned the little '**insider secrets**' and '**tricks of the trade**' to making these proven methods work.

Plus, they didn't follow through. They tried one method at a time. They were looking for '*one quick way*' to generate a consistent flow of leads, instead of learning how to combine each of these proven lead generation methods into a **complete marketing program** that will consistently put them in front of more of the '**Ideal Insurance Prospects**' in one month, than most agents will see in an entire year. (In spite of this economy)

What follows is a list of the best and the worst lead generation methods being used today, and the primary reasons why they aren't working for most agents, advisors and planners!

The Very Best Lead Generation Methods (with Insider Secrets)

1. Referred Lead Programs... There is no question that among the "million-dollar" producers that referred leads are the best prospects you can get. However, the majority of agents I talk to are frustrated with them and not using them. Why? The main reason most salespeople have trouble with referred leads, is they haven't made themselves referable! People are not going to refer their family, friends, relatives, or associates to just another salesperson. **Insider Secret:** If you want people to give you a referral, then you must earn the right to receive the referral, by providing ongoing service, following through on your promises, and establishing a relationship of credibility and trust. **You must become the Trusted Advisor people want to see!** **Note:** *The ultimate goal of every agent, advisor and planner (or any other businessperson) should be to put their prospecting on automatic, as quickly as possible. You want to be spending 90% of your time in front of prospects, making sales. One of the best, easiest and most cost effective ways to accomplish this is by making yourself referable and setting up a referred lead system that constantly generates high quality prospects...*

2. Annual Reviews... If you ask these same "million-dollar" producers where they get most of their new sales from each year, they'll tell you it's from annual reviews with their existing clients. For example: Did you know that, according to LIMRA, the average person buys life insurance seven times throughout their life? And, that's not counting the other sales you'll get, such as Long Term Care Insurance, Disability Insurance, Annuities and Investments. Working with, and coaching hundreds of agents each year, I'm shocked at how many agents are not doing annual reviews with their existing clients. Most agents are so focused and busy with bringing in new clients they are totally neglecting their existing clients. (And, then they wonder why they aren't getting any calls from their existing clients... or referrals) **Insider Secret:** *If you are one of the few agents who does offer an annual review, and your clients are refusing your offer, is it because they view you as just another salesperson trying to make a sale, and not as a trusted advisor?*

3. Dinner Seminars... While dinner seminars are somewhat expensive, (\$4,500 - \$5,000 with the mailing and dinners) they are still one of the best and quickest ways to generate lots of new prospects each month. When done right, you can be in front of 50 or more high quality prospects in less than 6 weeks from now. Unfortunately, there are two critical mistakes that 90% of the agents make with dinner seminars. **Insider Secret:** One is they try to go cheap on the restaurant and/or invitation. For example, they'll run an ad in their local newspaper, to save money. The problem is the newspaper goes to everyone, and not just to your best audience. So, you generally end up with a lot of the wrong people attending. To get the right people to attend your dinner seminar, you have to specifically invite them. You need to target your message to a specific group of people meeting the right criteria. However, the biggest reason why advisors struggle with dinner seminars is they are only able to set appointments with 10 to 30 percent of their seminar audience. And, then half of those appointments are canceling or are no shows. There are several reasons why this occurs, but the predominant reason is the advisor is not getting their audience emotionally involved in the seminar. **Insider Secret:** If the prospect does not see and understand how the information relates to their situation, and how they'll benefit by meeting with you, then why should they set an appointment? **Note:** *With a little coaching we've been able to help agents to set appointments with 70-90% of their seminar audience, and those appointments are sticking.*

4. Educational Workshops... One of the most overlooked and very best ways to find new prospects and introduce them to the services you provide is with an (inexpensive) educational workshop. Would you agree no one wants to meet one-on-one with a salesperson? The beauty of an educational workshop is that for the prospects there is safety in numbers. People feel much safer coming to a workshop than meeting face-to-face with a salesperson. It's a non-threatening way for them to get to know you, see the type of work you do, and the help you provide. The beauty of the educational workshop for you is that you can offer them in small groups. They cost very little to hold, at generally less than \$200 per event. And, because they are considered a public service you can hold them almost anywhere - in your local library, association rooms, conference rooms, etc. However, most agents have no idea how to get the right people to attend their workshop. **Note:** *To get the right prospect there involves personally inviting the people you already know; friends, family, relatives, people you do business with, client referrals,*

joint venture referrals, people who have asked for your free information booklet and more.

5. Joint Ventures... Joint venture marketing is the ultimate '*insider secret*' to generating literally thousands of new prospects, in your area, rapidly and with the utmost credibility. Are you looking for a way to be in front of more prospects? Are you looking for ways to attract high quality prospects to you? Then, consider sharing your clients and prospects with other successful business people... in return for them sharing their clients and prospects with you. When done right, with the right businesses, it can make your search for new and better prospects much easier! As you know, the most successful businesses maintain a list of their best prospects and customers. They use those lists to send helpful information to them, to build positive relationships. Why? Because they know people prefer to do business with people they know and trust. If you are thinking; "*I've tried that before and it doesn't work!*" The reason it didn't work is because most agents are going about it all wrong! **Insider Secret:** *Most agents are just setting up a passive referral system where the business will refer people to them only if someone asks for information, or a referral. To make a joint venture work you must set up an active contact system that gets people to call you looking for help, more information, or gets them to come to your free educational workshop.*

6. Lead Groups... Another great way to get high quality leads is by joining or forming a lead exchange group with local business professionals that cater to your ideal prospects, and who have already built strong relationships with them! A lead exchange group is a formal group of successful business people who get together every week, or every two weeks for breakfast or lunch, for about an hour to exchange leads. At every meeting, 2 or 3 members give a 10-minute talk about what they do and who their ideal prospect would be. Then, someone might share an idea that is helping them to grow their business. They only allow one person from each industry into the group, so there is no competition. The main criteria, is that each member must bring in leads each month for another member. Note: *I'm not sure why more agents are not joining or forming a lead exchange group. However, they are missing out on a great opportunity.* **Insider Secret:** *Lead exchange groups are a great way to get known in your community, and set up joint ventures.*

7. Offering Information Booklets and Free Reports... Another big mistake agents often make is they try to sell themselves directly in every communication they produce. And as a result, they generate large amounts of prospects that lead to little or no business. They end up dealing with a lot of people who are merely curious, but never serious. As we are now in the "information age", giving away a free report or a free booklet is a great way to make your target market come to you. It's the "try-before-you-buy" approach. When done right, the people who come forward, have been indirectly screened and are qualified prospects for your products and services. You should be offering your free report, or a free booklet in everything you do. (Even on your business card) The problem most agents have with this lead generation method, is they expect everyone who steps forward to buy right now. Unfortunately, people buy when they are ready to buy, not when you are ready to sell. **Insider Secret:** *To make this work you must keep in front of these prospects, so when they are ready to buy, you are the one they contact. And, you should be inviting them to your seminars and/or workshops.*

8. Monthly Newsletters... It really surprises me that very few insurance agents, financial advisors and financial planners are in regular contact with their Clients, Family, Friends and Prospects! **"Out Of Sight, Out Of Mind" Is A Deadly Mistake...** Especially for anyone in Sales!!! Insurance Sales is tough enough without you giving away the easy sales! Consider, everyday, your friends, neighbors, relatives and even some of your clients are buying the same products and services you're selling. But, they're not buying them from you! Why are these people going to your competition? Is it because they don't know you're in the business, or if you're still in the business? Is it because they never hear from you? Maybe the agent just happened to call them at the right time? Or, maybe they called the agent with a question? **Insider Secret:** By sending a monthly newsletter to your friends, relatives, neighbors, clients and prospects, you are constantly reminding them of what you do (or in some cases, who you are) in a very non-threatening way. It's non-threatening, because there's no pressure to buy anything. **Insider Secret:** Remember, the example above - *The average person buys life insurance 7 times during their lives. On top of that, many of them will buy DI Insurance, Long Term Care, Annuities, IRA's, and other investments. When they are ready to make their next purchase do you want them to buy it from the first agent who contacts them, or do you want them to buy from you?* <http://www.insuranceproshop.com/Newsletters.html>

Use Free Publicity To Get Known In Your Market...

Insider Secret: How much easier would it be to attract people and set an appointment with them, if those prospects already know about you, respect you and the work that you do? If you would like that to happen... then you must seek free local publicity! **You must become the Trusted Advisor people need and want to see right now!**

9. Be a Regular Guest on a Local Radio or Television Program... Talk radio or television is a powerful strategic tool to get your message out to the general public, educating your whole community about what you do, and getting yourself known. It is one of the quickest, easiest, and least expensive ways to get known in your local community. People seem to think that radio and television talk shows are well-protected kingdoms that don't allow outsiders to penetrate their walls. That's a huge misconception! It's actually the opposite. Radio and Television Talk Show Hosts are struggling to fill the thousands of hours of broadcasting time they are responsible for. They want to give you FREE Radio Advertising, because it helps them out too! Note: *You've got GREAT information. You have an amazing product. You know that everyone listening will want what you're selling. Now all you have to do is ask the radio producer, or the talk show host, to allow you to be a guest. (Don't forget to send a press release)*

10. Articles in Local Newspapers, Association Newsletters and the Social Media... Get yourself published in every local media source and on Facebook, LinkedIn and Twitter. If you need ideas, you can rewrite articles from the web. Be sure to include your 'BYLINE' and offer a free report, in everything you do! An article gives you much more credibility than running an ad for your services. And, it's free advertising! Remember to make reprints of the articles to send to your clients, friends, family, referrals and prospects.

11. Be a Guest Speaker for Local Associations and Religious Groups... As a financial expert you have a lot of knowledge on how to help people to better manage their money. Many groups are looking for a qualified authority to share their knowledge with their members. Let them know you are available. (*Don't forget to send a press release*)

12. Adult Education Classes... How about offering an adult education class at the local high school or college? (*Before and after the event, send out a press release*)

13. Be Active In Community Organizations... The local Lions Club, Rotary, Chamber of Commerce, Jaycees and many other organizations host civic events each year. Be an active leader in these events and write articles about the event, with your byline. (*Before and after the event, send out a press release*)

14. Press Releases... Press releases are one of the most effective ways to drive potential clients to your website, newsletter, e-zine, workshop or seminar. You can inform and educate prospects about the benefits of your financial services and reap major publicity with little cost, effort, time, or trouble. A press release is a one-page summary of the work you do. It provides the media with more information regarding why they should write an article about you or why they should have you as a guest on their program. It is imperative that the press release contains an interesting angle that makes you relevant to the media's current audience. Make certain that your press release is a news release and not an attempt to just get a free advertisement! Remember, especially if you are creating news, that your press release must be qualified on an information, news, educational, or entertainment basis. If possible, attempt to provide content of immediate interest and/or lasting practical value for your intended audience. Your excitement does not mean your subject is newsworthy. Respect the intelligence of your readers. Do not scream BUY ME! Or gush with praise about how wonderful you are. Again, do not try to cheat or abuse this opportunity to communicate. Resist the temptation to give your sales pitch! You do not want media people to think of you as just another clown among financial advisors or insurance agents.

(Note: If you would like some help getting publicity, to build your image, you might want to contact Forrest Wallace Cato. Wally is an Internationally Renowned Speaker and Legendary Publicist to the Financial Services Industry who will help you to get \$100,000 of FREE publicity (in your local community)... that will make you famous! Wally has made placements on 60 Minutes, 20/20, etc. He has interviewed five US Presidents in the Oval Office and has co-authored or ghost written seven books appearing on the *New York Times* best-seller list. www.catomakesyoufamous.com)

The Worst Lead Generation Methods

Over the past 3 decades we've spent a lot of time talking to and working with some of biggest producers in the industry. We've done numerous surveys and have yet to find a successful advisor (who is consistently earning \$20,000 or more per month) who is using the following lead generation methods as a major part of their marketing campaigns. These lead generation methods can be fine ways to fill in gaps and help with slumps. And, they can be used when you are first getting started in the business. However, they are not going to consistently put you in front of your best prospects...

Newspaper and Magazine Ads... Running an advertisement in your local newspaper can be a low cost way to get some people to call you or attend your dinner seminar. However, you never know if the right people will see your ad and respond. Generally you'll end up wasting a lot of time and money talking to the wrong people.

Direct Mail... There are two types of direct mail campaigns. One type is sending mail to people you know, friends family, clients, referral from joint venture partners, etc. which can be very effective. The other is sending direct mail to a cold, targeted list of people (people who meet certain specific criteria.) This is commonly referred to 'junk mail' as these people did not request it. **Insider Secret:** If you are sending direct mail to a cold, targeted list you have to send out a minimum of 5,000 of a great sales letter for it to be somewhat effective. And, that's very expensive. (That's why, for dinner seminars, the direct mail houses will tell you that you have to send out a minimum of 5,000 invitations.) Unless you have a large marketing budget and a great letter, there are much better, more cost effect ways to generate the right leads.

Buying Pre-set Appointments... I haven't found or heard of any agents, advisors or planners who are happy with their pre-set appointments. **Insider Secret:** However, they may used to fill in gaps and slumps.

Buying leads... If you've ever purchased leads, then you know that very few of leads are actually good prospects. Most of the leads are old and have been sent to other agents.

Cold Calling... Cold calling is a hit and miss proposition. You have to deal with a lot of negativity! Doing it long-term is a major cause of agent burnout!

Using a Website... Most agents use a web site just to give them credibility. Unfortunately it's extremely difficult to attract local prospects.

If you want to generate a constant stream of the '**Ideal Insurance Prospects**', to make more sales, then you need to learn the "**Insider Secrets**" the top producers use to make these proven lead generation methods almost "fool proof!"

That's what's in our programs! That's why the people we work with are consistently in front of more of the '**Ideal Insurance Prospects**' each month, than most agents will see in an entire year. (In spite of this economy) And, that's why the people we work with are earning \$20,000 to \$50,000 per month, within 30-60 days of investing in our systems and training. <http://www.insuranceproshop.com/productcatalog.html>

"The definition of insanity is doing the same things over and over again and expecting a different result!"

What Are You Waiting For?

Call us Today, Toll Free to schedule a No Obligation, Free 15 Minute Consultation with our founders Lew or Jeremy Nason. We can and will help you!

877-297-4608 (M-F, 9AM-5PM, EST)

www.insuranceproshop.com

Discover... What Most Agents, Advisors And Planners Don't Know!



Does this sound familiar to you? When you first entered sales, for the insurance industry, your main focus was just on finding prospects. If you didn't have a prospect, you couldn't set an appointment, or close a sale. Initially, you looked for anyone and everyone that breathed and was willing to sit down with you. You contacted your friends, family and everyone you knew. You asked everyone for referrals. You made cold calls. You bought leads and you sent out sales letters. Or, maybe you were lucky enough to be with a company that had a few orphan policyholders that you could call on. You were constantly told that, if you talked to enough people, you'd always find a few people who needed what you are offering, and they would buy your product or services. You learned your sales script and you closed a sale with almost everyone that sat down with you. **You didn't have a problem making a sale once you were in front of a prospect! You just needed more prospects!**

A year or so later, you were working very hard and struggling to earn the living that you wanted and were promised. You had approached everyone you could think of! You were frustrated with cold calling. You were only getting a few referrals. The sales letters you were sending out every month were getting you a few new prospects. The leads you were buying were generating a few appointments. You were selling everyone you met with. But, you still didn't have enough sales. You knew that if you could be in front of just a few more prospects or better prospects, you could be making a much better living.

So, you decided that you needed to find a better source of leads, or a better lead system. You searched the Internet and industry publications. You asked your associates and managers, who they recommended. You found there were hundreds of companies that professed to have the best leads or the best lead generation system on the market. Some of these companies offered automatic phone dialers that would put you in contact with thousands of people every month. One company had a system for fax blasting to businesses. Another company offered you preset appointments. There were several direct mail companies that guaranteed they'd have 150 people per month attend your free dinner seminars. Another company told you, that if you offered people a free report you'd have hundreds of people calling you and begging for an appointment. So, you tried one, two or more of these companies. You now have a lot more prospects, but not enough actual appointments. **You are still closing a sale with almost everyone you actually meet with. You don't have a problem making sales. You just need better prospects!**



So, now you decide to try some of the other lead companies and systems out there.

Does this story sound all too familiar to you? It's a very common story we've heard time and time again from thousands of agents, advisors and planners across the country. They all believe they have a prospecting problem. Unfortunately, the majority of these...

“Agents Don’t Know... What They Don’t Know!”

What you don’t know is... If you are contacting enough people you will always make a few sales, no matter how good or bad you are at closing sales.

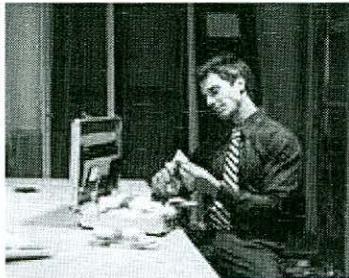
To put it another way...

‘Even if you are the worst salesperson in the world, you will close a few sales, if you talk to enough people!’

I’m sorry for being so blunt! But, I’m here to really help you to succeed and not just tell you what you want to hear! The fact is that most agents want to believe they are good at making sales, when the truth is that they are only making sales because they just happen to stumble on an ‘Ideal Insurance Prospect’ once in a while.

As the old saying goes...

“Even a blind hog will find an acorn now and then!”



Unfortunately, the majority of the companies who sell leads and lead systems, and most recruiters are willing to take full advantage of your situation. They know that they can make a ton of money, just by giving agents what they want - more prospects. Even though they know that it’s not really what these agents really need! The majority of these companies aren’t concerned about your long-term success. They are not going to spend their money to train you on how to sell. They are only concerned about their success, and their profits.

If you want to really succeed in this business, then burn this into your memory...

‘It doesn’t matter how many leads you get, if they aren’t the ‘Ideal Insurance Prospects’, and you don’t have the skills needed to turn the majority of those leads into an appointment and then into a sale!’

Fortunately, there are a few good recruiters and trainers who are willing to spend the time to help you learn and master the sales skills needed to insure your long-term success in the financial services industry. However, they are hard to find, and because they offer very specialized, personal training, they tend to be expensive!

The best recruiters and trainers will show you how to quickly take your lead generation to a new level by specializing and then focusing your prospecting efforts on finding your ‘Ideal Insurance Prospects’



for that specialty. However, they don't stop there!

You'll also learn the critical sales skills needed to turn each of your 'Ideal Insurance Prospects' into a solid sales appointment. You'll learn how to set sales appointments by focusing on identifying and solving the prospect's immediate problems... not by focusing on your products, price, investment returns, a hot new sales idea or your credentials. You'll learn how to ask the right questions to help your 'Ideal Insurance Prospects' to convince themselves why they should meet with you.

Plus, you'll learn how to conduct a thorough, emotionally based, fact-finding interview that will get your prospects to tell themselves what they really need and want. And, you'll learn how to use that information to close '9 out of 10' sales appointments.

Yes, it all starts with finding the 'Ideal Insurance Prospects!' But, just as important for your success, you must learn and master the skills needed to set appointments and close sales.

Again Remember... It doesn't matter how many leads you get, if they aren't the right leads and you don't have the skills needed to turn the majority of those leads into an appointment and then into a sale!

Learn How To Set Appointments With '9 Out 10' People You Talk To!

If you want to set an appointment, you must learn what Top Producers know. It's all about asking the right questions to help people recognize and understand the problems they are facing now and in the future! If your prospect does not see they have a problem, then why should they waste their time meeting with you?

Learn How To Close '9 Out 10' People You Meet With!

If you want to close a higher percentage of your sales appointments and increase the size of each case, then gathering the 'Facts' alone is not enough. You also need to ask the emotionally based questions to uncover the prospect's attitudes, opinions and unspoken feelings. You need to uncover their emotions and motivations to **help your prospects to want to take action today!** People don't buy based on their needs! They buy based on their wants! Asking questions is how you establish trust and confidence with your prospects to build strong and lasting relationships!

One of the main reasons the top producing agents, advisors and planners are consistently earning \$20,000, \$50,000 and much more per month... Is they've learned how to make the transition from being viewed as just a salesperson, to becoming the respected and trusted advisor people want to see!

And, it's because...

- They've learned how to attract their 'Ideal Insurance Prospects!'
- They've learned how to set appointments with almost everyone they talk to!
- And, they've learned to ask the right questions during the initial sales interview... **to help the prospect to sell themselves!**

Are You Ready To Take Your Sales To The Top of The Industry?

You Are Only An Inch Away From... Outrageous Success!

Do you believe it's humanly possible for you to **consistently close '9 out of 10' people you meet with?** If you don't believe you can, then maybe that's why you aren't? And yet, aren't most of the Leading Producers in our industry closing 9 out of 10 people they meet with? What is it that they know and do that you don't?



One of the most prolific producers in our industry, **Van Mueller**, a three decade veteran and *a 16-year MDRT Top of the Table member*, recently said in an 'Advisor Today', Podcast: "**Most agents think they are a long ways away from being successful. When really they are only about an inch away! And, they would be able to double, or triple, or quadruple their production!**"

If you want to be closing 9 out of 10 people you meet with, then it starts with you!

The first step is... truly believing in what you do!

I know many of you may think this sounds a little bit hokey. But, a lack of belief in what we do is one of the biggest reasons most agents aren't as successful as they would like to be. **Insider Secret:** What the Leading Producers know, that you don't, is most people will buy based on your set of beliefs, your energy and your enthusiasm. People want to believe and know they can take back the control of their money. They want to know they can have a secure financial future. And, they are looking for real help. If you want to sell them, then you must believe with all your heart and soul that what you do is valuable and important! You must truly believe what you do really helps people! Your purpose is not to sell products. Your mission is to show people how they can take control, and stay in control of their financial lives.

Until you truly believe what you do matters. Until people believe that you believe, you'll have a tough time achieving the success you desire!

The second step, to closing 9 out of 10 people you meet with, is helping people to be emotionally committed to going through the discovery process.

Selling is much more than just about you asking questions to find out what people already have, or don't have! It's about you having a real conversation with people to help them talk about, and tell you what they really want out of their lives. **Insider Secret:** **It's actively listening to people to discover what they want, for their family and themselves.** Then, it's helping them to get emotionally committed to prioritizing and finding ways to help them to achieve their goals.



Until you learn how to consistently get your prospects emotionally involved in the sales process, and get them to set their own priorities, you'll have a tough time closing sales!

The final step, to closing 9 out of 10 people you meet with, is to show people where they can 'find the money' to fund their priorities, to achieve their goals.



Would you agree that most people don't have any extra money? So, if you want them to take action today, you must help them to change their current spending habits. **Insider Secret:** And, you must do it without asking them to make any major sacrifices to their current life style. People are spending all sorts of money in the wrong places everyday and they rarely think about it...whether it's a cup of coffee each day on the way to work; a low deductible or unnecessary riders on their insurance policies; or the thousands of dollars of interest they are spending each year on their credit cards and other debts.

Until you learn how to help people to establish their priorities, and then help them to find the money to fund those priorities, you'll have a tough time closing '9 out of 10' sales.

All of the great sales people in this industry have a strong, unyielding belief in the value of what they do. However, they didn't wake up one day and just believe. They've developed their beliefs and passion over time, by constantly listening to tapes and reading books by current and past industry greats like **Van Mueller, Mehdi Fakhrazadeh, Thomas Wolfe, John Savage, Ben Feldman** and **Frank Bettger**. Everyday, they are reading articles from the experts on **ProducersWeb, Life Insurance Selling, Advisor Today** and **Financial Services Journal**. And, they are constantly taking industry courses such as the **LUTC** courses offered by **NAIFA**, the practice management courses offer by the **IARFC**, the accreditation courses offered through the **American College** and the sales skills and marketing courses by the **Insurance Pro Shop**.

Each of these Leading Producers has developed a repeatable sales process they go through with every prospect. The vast majority of these producers didn't reinvent the wheel. They have invested their time and money in a full time sales coach. They've built their hugely successful sales process based on the coaching they received from people like the **Bill Bachrach, Michael Beck, Jim McCarthy, Jeremy Nason** and **me**. They've spent many hours refining their sales skills. Each of them knows exactly what questions to ask to get their prospects emotionally involved in the sales process. They constantly practice and are so well rehearsed, they don't have to think about what they are going to say next, so they can really listen to what their prospect is telling them.

As **Van Mueller** said, you are only an "**Inch Away**" from being able to double, or triple, or quadruple your production! And, we believe you are only an "**Inch Away**" from being able to "**Close 9 out of 10 people you meet with!**"

Now the question is, "What do you believe?"

Call us Today, Toll Free to schedule a FREE, No Obligation, 15 Minute

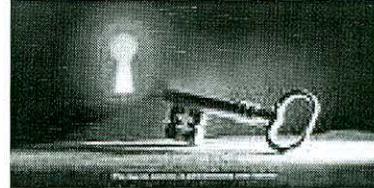
Consultation with one of our founders Lew or Jeremy Nason.

877-297-4608 (M-F, 9AM-5PM, EST)

Are You Ready To Make A Commitment To Substantially Improving Your Sales?

I'll get straight to the point.

The next few pages could hold the vital key to a very *substantial* increase in your sales leads and your sales, in only a few days. That's if you're prepared to keep an open mind and be completely honest with yourself. Honest enough to accept that perhaps the prospecting and sales systems you are currently using aren't as good as they should be.



Or, even humble enough to admit they're almost totally ineffective!

Rather blunt? Maybe? But, what's the point in burying your head in the sand? Just hoping 'things will improve' won't solve your problem!

**Your situation won't improve until YOU decide to take positive action...
And YOU Make It Happen!**

To add some credibility to these comments let me explain who we are, and then go on to demonstrate how you can *dramatically* improve your situation... starting today!

As I stated earlier, from 1982 to 1989 I was in personal production and qualified for many prestigious awards and sales conferences with Met Life and NAIFA.

Since 1989, I've been training and coaching agents, advisors and planners on how to properly apply these powerful marketing, lead generation, and sales concepts to attract and actually help people. **Example:** As a Manager for Met Life, from 1989 to 1994, I hired 23 brand new agents. Over 10 years later, 18 of those agents were still in this business. That's an '**80% Success Rate**', verses the industry's 84% failure rate!

Plus, all 18 of those agents were making more than \$100,000 per year. Today, many of them are making \$200,000, \$300,000 and much more! Consider, according to LIMRA, the average net income per agent (or advisor) is less than \$50,000 per year. The people we've trained have net incomes well above \$150,000 per year. **That's More Than Double and Triple the Industry Averages!**

Since starting the **Insurance Pro Shop** in 2000, my sons and I have helped over 10,000 insurance agents, advisors and planners world-wide to double and triple their monthly sales income, within a few months of investing in our systems, training and support.

But, that's enough about us! Let's talk about you.

So, you think you've done it all?

You've contracted with some great companies and have the top commission schedules.

You've got a steady flow of leads and a great sales presentation. You've got the top products in the industry (for this week anyway). You've worked hard and you've got everything you need to be a superstar in insurance sales. Yet you're *still* struggling to get people to meet with you and close sales. Months of hard work, sales training and more, but you're still only making an average living.

Look, contrary to what your managers and companies tell you, your success is **not** based upon the companies you represent or the great products you have. It doesn't matter how many designations you have after your name, or if you have the lowest premiums in the industry. People prefer to meet with and buy from people they know and trust. And only a **well-planned, marketing and sales program** will do that for you!

Why do some agents *still* try to buck the system?

Using top quality mailers, ads in newspapers and dinner seminars will certainly expose you and your products and services to the maximum number of prospects. But, without the right **marketing program** to build trust, credibility, and a positive image, you're just another insurance agent trying to make a sale!



Believe me; I've seen many intelligent and hardworking insurance agents lose a bundle, because they stubbornly believed that the secret to setting appointments and closing sales was a great product and company. They blamed the ad in the newspaper, the inferior quality of the mailing list, or the current economic conditions for the poor response and lack of appointments. Later they tried again with a new ad, a new list and a new product and they ended up broke and out of the business!

It's not HOW you say it, or WHAT you say that sells!

Most agents also want to believe that a 'good talker', with a good sales presentation will set lots of appointments and close lots of sales. Agents wrongly believe that to be successful in sales you need the 'gift of the gab'. Unfortunately, I've known many agents who were 'good talkers' and turned out to be a hopeless salesman. Have you ever met a salesperson that talked you to death? Or, a salesperson that confused you with detailed technical jargon? Did you buy from him?



I certainly haven't got the 'gift of the gab'. And initially I struggled in this business just like everyone else. I almost quit several times. But, early in my career, I was extremely lucky to meet two men who changed my life forever. They taught me many things for which I shall be eternally grateful... like persistence, goal setting, keeping it simple, self-belief and total honesty! But, the one most important lesson I learned from them was that to be successful in sales, you must take the time to build relationships.

People have got to know and trust you... Before they'll do business with you!

Well it's over 30 years since they taught me that lesson, and I've never looked back.

Then, someone else showed me how to do exactly the same things, only much quicker, by learning how to correctly market and sell my services.

So, how will you benefit from our programs?

It's really quite simple. And, it comes in two parts!

First, You'll Learn How To Establish A Target Market!

We'll help you to understand and establish yourself in one of the best target markets for you in today's financial economy, based on our 3 decades of research and experience. You'll learn how to use the perfect combination of powerful, persuasive, and motivating marketing strategies and tools to enhance your reputation to **consistently attract the '*Ideal Insurance Prospects*' to you**, instead of you chasing after them. And, in just a few days you'll be setting appointments with the '**IDEAL**' highly qualified prospects everyday. People who are ready to buy!



Second, You'll Learn How To Close '9 Out 10' Sales!

You'll learn that if you want to close a high percentage of your sales calls, it requires more than just gathering the 'Facts' about a person's financial situation. You'll learn to ask the emotional based questions to uncover the prospect's attitudes, opinions and unspoken feelings. You'll learn how to guide your prospects to discover (identify) their own pain, to have them state it, to help them to sell themselves!



Through a series of practical 'nuts and bolts' articles we'll quickly strip away the mystique of marketing and sales. You'll learn how to construct the fundamental building blocks that will have qualified prospects calling and buying from you everyday. But, you have to be prepared to put in the effort. Because despite what Walt Disney said, **there isn't a magic wand!**

So, if you're really serious about learning how to build your reputation. If you want to have a consistent flow of the right leads, set more sales appointments, close more sales and substantially increase your profits, then... **Let's Get Started!**

**"Many good financial advisors are not really good at selling.
They are great at marketing. The opposite is also true.
Many good salespeople are terrible marketers."**

**"If you're a good marketer, then selling is much easier.
If you cannot or will not market your products and services,
then you will have a tough time selling."**

**"However, if you are a good marketer, and a good salesperson,
you can take your sales career to the very top of the industry!"**

<http://www.insuranceproshop.com/productcatalog.html>

Overview Of Our Services

“Our ultimate objective is to provide you with the best ways for you to quickly attract the highest quality leads and get them to come to you... based on your knowledge, experience and budget. And, in just a few days you’ll be setting more appointments, closing more sales and earning more money!”

You will learn everything you need to know about how to generate a steady stream of the '**Ideal Insurance Prospects**', to take your sales career to the highest levels... starting today. Our training is designed to give you immediate results and insure your long-term success in sales.



‘Key ingredients of a quality Marketing Program’

Despite what you have been told or want to believe, the whole world is ‘NOT’ your market! Even if everybody **can** use your product or service, **there is a specific group of people, with an intense immediate need for the benefits you offer.** Find that ‘niche’ and focus your efforts on really helping those people to solve their financial problems, and you'll quickly discover how profitable your business can be.

To Be Successful, It All Starts With The Following...

‘A Clearly Defined Group of People to Sell To’

“No business can be all things to all people. You must reach specific people and satisfy their immediate needs. You must identify those people and understand as precisely as possible what they want.”

Definition of a Target Market

A target market is a group of people that have something in common, whether it's a hobby or business or whatever. These people have an interest level in something or other that is cohesive, and they're all part of the same mind set; they all think the same way.

Characteristics of a Strong Target Market

- Members of the group have a **dominant, immediate need**.
- Group members are easily identifiable.
- The group is large enough to make it worthwhile.
- People in the group are easily approachable.
- People who have money that is accessible.

‘Satisfy a Dominant, Immediate Need’

‘If You Want People to See You Today and Buy From You Today,
Then You Have To Find Out What They Want Today!’

we could recruit a few agents, advisors and planners and require them to contract with us to receive our systems and training, so we could make an over-ride on their business.

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