How To Attract and Sell the
`Ideal Insurance Prospects`
...For Your Current Products and Services!

Produced By:

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Lew and Jeremy Nason’s Bio…

Lew Nason, RTIA, LUTCF, RFC, with his son Jeremy Nason, RFC 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 over 26-years 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.

He is a LUTC Graduate in: Personal Insurance and Business Insurance, and a Met Life Insurance Graduate in: Personal Insurance Planning, Business Insurance Planning, Estate Conservation, and Wealth Accumulation Planning, Retirement Planning.

Lew and Jeremy hold the Registered Financial Consultant (RFC) designation from the International Association of Registered Financial Consultants, Inc.

Lew and Jeremy are regularly featured columnists in various industry publications, including The IARFC Register®, Producers Life, Financial Services Journal Online, Probe, and the 87-year old Financial Services Advisor magazine.

For over 35 years, Lew’s and Jeremy’s 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)  
www.insuranceproshop.com
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 ‘IDEAL’ 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 over 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*, vs. 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 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 ‘FIND & ATTRACT’ The ‘Ideal Insurance Prospects’**

The problem is that most agents and advisors don't really understand this skill. They want to believe and that closing sales for life insurance, annuities, and your services is nothing more than playing numbers game.

They believe the more people they talk to, the more sales they’ll close. While technically that may be correct, it's not even close to the whole story. Accordingly, most agents and advisors are using a 'shot gun' approach, targeting anyone that breathes, instead of being a 'sniper' targeting their 'IDEAL' prospects! So, they are buying life insurance and annuity leads, fax blasting, using direct mail, phone dialers, free reports, newspaper ads, dinner seminars, etc. that are based on promoting the latest products, investment returns, or a hot, new sales idea.

These 'Out Dated' approaches do very little to build your credibility, respect, and trust with the people in your community. And, they do not consistently put you in front of your 'IDEAL' prospects that have the money, the need, and want your help! Which ultimately means, you end up wasting most of your **time, money, and effort** chasing a lot of poor quality prospects, to close a few sales?

**It’s Up To You…** You can continue to believe all the hype, playing the numbers game, pushing products, or looking for a magic cure, and you can struggle on year after year trying to make the income you need and want for you and your family!

Or, **in the next 90 days** you can learn what the **Top 1% Of Producers** are doing today to earn a **net income (after expenses) of $150,000, $300,000, or much more every year!**

**Understanding and Mastering This Business 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!

**It’s About You Becoming 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 it to set 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!

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?

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

www.insuranceproshop.com
What Are The Very Best Ways …to Generate Leads, …to Get New Sales?

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 that $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 any of 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
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 thousands of 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, like 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; over the past 3 decades 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 get to know, like and trust you... Before they’ll do business with you!**

Well it’s over 30 years since they taught me those lessons, 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 Really Help People!**
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 right 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 ‘IDEAL’ 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!”
IMOs & Companies... And Our Role!

Think About It... If this business were really about having the best products and sales ideas, like people are telling you, then why are 90% of the new advisors failing and why is the average income for advisors only $30,000-$50,000?

The truth is, contrary to what you may believe, the vast majority of insurance companies, IMOs, agencies and brokerage firms are not going to spend a lot of their time and money training and coaching you on insurance marketing and sales! Their main focus is on recruiting agents and product training. It's not their job to make you a superstar salesperson. Their job is to provide you with the products and teach you how they work.

The 'Good News' is that you can get started in insurance sales without having the fundamental insurance marketing and sales knowledge and skills you need to be successful long-term.

The 'Bad News' is that if you don't take the time to gain the fundamental knowledge and skills you need, the chances of you surviving more than a year or so is only 1-10. And the chances of you making more than a mediocre income are 1-100.

We created the Insurance Marketing and Sales Resource Center™ in 2000, because there wasn't one place you could go to get ALL of the core insurance marketing and sales knowledge and skills you need to be successful short-term and more importantly... long-term!

Start With Our Exclusive Member’s Only Web Site...

Insurance Marketing and Sales Resource Center™

You'll gain Immediate Access (24/7) to a private web site with the Greatest Collection of Million Dollar Producers’ Insurance and Annuity Marketing, Lead Generation, Appointment Setting and Sales Success Tips, Scripts and Strategies Ever Assembled In One Place for today's Agents and Advisors... It’s actually a 'Mini University' in insurance marketing and sales with Articles, ‘Step by Step’ Courses, Videos, Audios, Scripts and much more!

www.insuranceproshop.com/insurancemarketing/insurancemarketing.html
Lew Nason presents the Insurance Pro Shop’s…

**Trusted Advisor Success Training!**

"Many of our industry super-achievers owe a large part of their success to Lew Nason."

Mehdi Fakharzadeh, "The most successful living and active insurance sales agent in the United States." *Leader's Magazine*

**Insurance Pro Shop®**

*Helping Agents and Advisors create endless streams of new, repeat and referral business…*


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