

Little Known Tips & Tricks of Marketing Financial Services



Victoria Eden
"The Insurance Marketing Queen"

Little Known Tips & Tricks of Marketing Financial Services That Will Get You More Clients Easier!

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Ms. Eden accepts a limited number of speaking engagements each year at insurance conventions, associations, seminars and webinars. Please direct your request with pertinent information via fax or email listed below.

**I'd love to hear from you!
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Introduction

Who is Victoria Eden and why should you listen to her? Good question! Right off the bat, I want you to know, I am an agent just like you. I'm not a stranger to the industry, trying to foist off a bright idea from a position of ignorance. First licensed in 1990, I now specialize in life and health insurance, although I have worked with annuities too. I dropped my P&C license in 1996 but I've sold enough home and auto insurance that I could still give a decent sales presentation off the top of my head. (Kind of like brain-sludge, that presentation is still stuck in my head!)

I became a marketing expert by virtue of my extensive study of the subject then application to my own agency. I learned what works by creating a client base from scratch then trying out new marketing ideas on them. I learned more, applied, and improved until I got darn good at lead generation and newsletter marketing. Those are my two specialties, although I am well versed in most facets of marketing and advertising. What I present here is wisdom born of that first-hand, in-the-trenches experience.

This book started out as a series of articles I wrote for my agent-clients in [Insurance Marketing Insights](#). Each month I translate key sales and marketing concepts into industry examples for my readers. If you like the way I make agency marketing easy to understand in the book you now hold, you will be thrilled to receive my how-to-market publication by mail each month. (Find out more at www.InsuranceMarketingInsights.com)

The information revealed in this book is not meant as a summary of the most important pieces of marketing knowledge. It is definitely not a full representation of all the expertise I bring to the table. As the title suggests, it is little know tips and tricks on how to market your services, a mere sampling of goodies I learned over the years and wish to share with you here.

Some of the concepts on the following pages may be familiar to you, but hopefully a good review, a helpful reminder of what you should be doing in your agency. Some of this information may be news to you, a novel way of looking at marketing your products and services. But this I can tell you; all of it works! That is the best endorsement for knowledge.

And I'm all about results. Every product and service I provide is guaranteed. (Try finding that from other providers!) My specialties are client newsletters and lead generation. If you would like either of those, you've found the right gal; I'm "The Insurance Marketing Queen"! (See my offer for \$223.55 of how-to-market publication FREE+Shipping at www.MoreclientsEasier.com)

Six Rules for Marketing Success

Most every agent dreams of having so many hot leads, he could waste some and not give it a second thought. As a commissioned sales person, would that be heaven or what? YOU can create that for yourself (not a daydream or fantasy.) How? With good marketing – the rules for which I will review here.

Now, let's start off with a basic. For instance, you should know, marketing and advertising are NOT synonyms. Here are workable definitions for both terms:

Marketing is those activities and processes used to identify the customer, satisfy the customer, and keep the customer. It is about creating, communicating, delivering, and exchanging offerings that have value for clients. It is a focus on the perceived needs and wants of customers as the means of becoming and staying profitable.

Advertising is a form of communication used to encourage or persuade an audience to do or buy something. It is the action of calling attention to your product, service or offer, usually by paid notices in newspapers, magazines, direct mail, radio, TV, billboards, etc.

Note: To be profitable, advertising must match the message (offer) to the market (audience) and delivers that message on a media (where) to which that target audience pays attention. It should ALWAYS include at least these five components: (1) an offer, (2) headline, (3) deadline, (4) call to action and (5) contact information. *(How to create effective advertising is detailed extensively in my earlier articles. If you would like those, email a request to me at Victoria@moreclientseasier.com)*

Now, "Your Market" is the audience, the "who" you would like to reach because they are an ideal prospect for your practice. You define this prospect yourself, an avatar of sorts, based on criteria such as: their awareness of need or desire for your services, their ability to pay, their

"place" (geographic or association), occupation, ease of contact (mailing list, means of reaching), etc. This is called target marketing.

Marketing encompasses all the actions from the inception of the product to getting it into the hands of the customer. Advertising is a sub-set of that. So, with that in mind, what are the six rules of marketing success?

#1 Your Market Needs to Know Who You Are

You need to convey a clear concept of who you are – and more importantly, who are you FOR. There is a saying, *"If you try to be all things to all people you become nothing to no one."* Said another way, *"There are riches in niches"*. Ideally, you should choose a "who" you wish to serve, and then gear your entire sales choreography so that audience instantly thinks, *"Wow! This is just for me!"* Defining your niche in effect defines who you are. That is a smart marketing strategy.

Perhaps you are thinking, I sell auto insurance (or retirement planning or, or, or...) so that doesn't apply to me. Hogwash! Yes, your products can be sold to nearly anyone but that doesn't mean YOU should promote that way! I know it may be counter-intuitive, but YOU WILL MAKE MORE MONEY by being something special to a targeted audience than as a generalist to everyone. Pick a niche that suits your interests, expertise, knowledge base, etc. Then promote to that audience only. Of course, if you get referrals or prospects outside that group, service them well and take their money. (*How to select and dominate a target market is explained my other articles. For those, email me.*)

#2 Your Market Needs to Know About You

Buyers want to purchase from a real person, not an impersonal company, so let your unique personality shine through in your promotions. Show up as yourself, not a cardboard cut-out of a non-descript professional. One great avenue for showcasing your personality is a monthly client newsletter. In it tell them about you, your family or even your pets. You can even take this a step further. In photos or in person, wear whatever defines YOU - cowboy boots, a soccer jersey, only pink, etc. But keep in mind,

choose a niche that aligns well with the self you are promoting! Make sense? You gotta think this all the way through – steps 1 and 2.

I know the majority of you will initially dismiss this idea as unprofessional. You'll rightly point out that no one else in your area is doing it. Yep, I know. They are not. But few of them are making much money either. If you follow the herd, you'll go where the herd is going... and get what the herd is getting. Promote yourself differently and you will be rewarded. For more tried and true ways to profitably apply this concept, I highly recommend you read Bill Glazer's book, *Outrageous Advertising That's Outrageously Successful*.

#3 Your Market Needs to Find You

I'm letting the secret out; I Google-search the names of some agents who come to me for marketing help. It's not a bad thing. If you have a "big fish" you wish to catch, it's smart to know about him. But here is the shocker... too often I cannot find any record of an agent on the internet! Seriously! If Google cannot find you, you do not exist – at least in your prospects' eyes. Yes, I know that some of you have your hands tied by regulation about what you can say and do on a website but jeez! Minimally, anyone can have a listing on LinkedIn! So, the first step to having your market finding you is creating some sort of internet presence. The second step is having an *effective* web presence! (*For my earlier articles about marketing on the internet, email me.*)

But the truth is, even with the very best website, you cannot sit around waiting for prospects to find you. That's silliness. You have to reach out to your prospects for them to "find" you. You **MUST** market your services – actual paid advertisements and other promotional activities. Advertising to the general public is better than nothing but you will spend less and get more for your buck if you tailor your message and aim it at a targeted niche. (See number 1 and 2.)

#4 Your Market Needs to Hear From You

Out of sight = out of mind. Are you a salesperson or sales professional? A sales person makes a sale then walks away, never to be heard from again. But a sales professional nurtures his client base and develops a relationship with them. He sets the stage for referrals and more business in the same household. That requires regular communication and work. Yep! That nasty four-letter word, w-o-r-k. Oh and it will cost you a little or a lot of money, depending on how clever and creative you are. But the rewards can be HUGE! You'll gain a herd of clients who feel they "belong" to you!

The bare minimum is sending birthday cards to current clients. An anniversary card is good too. Avoid sending Christmas cards. Why? Because that is the one time of the year when every household is swamped with greeting cards; yours will only get lost in the shuffle. Try Thanksgiving instead. What more perfect message than "Thanks for being my client!" But to really stand out, send a card on wacky, oddball celebrations like National Ice Cream Month (July) and Talk Like a Pirate Day (September) or industry ones like Financial Wellness Month (January) and Car Insurance Day (February).

The single best keep-in-touch tool is a printed monthly newsletter. Yes, I know I have a vested interest in promoting that (because I provide newsletter content to agents like you) but that aside, the experts, agents and clients are all in consensus on this fact: an excellent newsletter works! It touches your mailing list 12 times a year and makes your clients feel cared for, keeps your prospects warm and stimulates referrals. *(If you are interested in trying out my client newsletter service, email me for the current special offer or visit www.MoreClientsEasier.com)*

#5 Your Market Needs to Trust You

Before you ever meet your future client, you begin building the foundation of trust by choosing a solid company, quality products and having a thorough knowledge of both benefits and limitations. You add to that foundation by giving sound advice that helps the client meet their own goals. But their trust in you is strengthened by your being there, even when

there is not a dime to be earned. (Apply number 4 above.) And to repeat an important truth, a client newsletter is a great time-leveraged means of showing up in their home or office EVERY month without your expending much time. Good data delivered regularly will engender trust. Trust me!

#6 Your Market Needs to Respect You

Trust precedes respect on this list and in the minds of your clients as well. Following the five rules above will contribute to increased esteem for your professional services. And that will be enhanced and naturally grow when your advice truly benefits the client in their own estimation.

But think about this, you already hold a position (a perception of status) in your client and prospect's mind – whether you purposely orchestrated that or not. So, if the perception is going to happen anyway, why not engineer yourself into a position of "expert" or better yet, as an "author" for maximum respect? Writing and speaking with authority and credibility on your area of expertise to your niche will put you on the fast track to respect. For most, public speaking is near the top of their list of fears. But, what about writing articles or even a book? You'll be able to easily create authority and respect as an author.

Do you see how the six rules of marketing, if applied in concert, would make you an unstoppable success? I thought so! Now go do it!

Who Is Your Easiest Prospect to Sell?

Plan today for tomorrow's sales! As straight-commission agents/advisors, we tend to consider it a "done" once we close a sale. We move on to the next prospect. It makes sense and works . . . to a degree. That's where your commission will come from – the next sale (unless you're selling products with renewal commissions.)

That mindset is common, not just in our industry, but in every type of business. When was the last time you heard from your hairdresser/barber, plumber, retail store, gardener, or realtor?

Agents (and most businesses) put most of their attention on attracting new prospects. You see this in the advertising that arrives in your mail box and on-air commercials, "*This offer is valid for new customers only!*" What the heck?? Isn't the client in the hand worth two in the bush? (Yah, I know the saying is about birds but, hey, the meaning is the same and this works for my purposes!)

Yes, you absolutely should do quality advertising that brings in fresh, hot leads. But frankly, you're stupid if you ignore your current clients. Just because "everyone is doing it", doesn't mean you should too. ("Everyone" is not making much money so that should be a HUGE red flag right there. Do NOT to follow the pack!)

More Sales Easier

The truth is the easiest sale you could make today is to someone who is already your client. If they bought from you once, they may again. If they are happy with your service, they may tell someone else to call you. And conversely, if they are UNhappy, they may tell 10 people NOT to buy from you!

That's obvious, right? You already knew that so you can stop reading now... or can you? Nope, I don't think so. Because if you REALLY knew that, your agency's communications would look entirely different! If you truly grasped the value of your book of business, you'd treasure it like the gold mine it is. You would communicate with them regularly and well.

So what actions should you take on a regular basis to keep your clients happy, loyal and primed to buy again?

Creating Loyal Clients

Annual review: This is basic agency activity. It can be done by you personally, but does not have to be. Set up a script/questionnaire then have a trusted staff member do it and only set appointments for you with clients that are ripe for a new sale. You can also accomplish the task by mail. A nicely worded cover letter, a survey form, postage paid envelope and something of value as a reward should get a good response.

Thank you for purchasing: Every new client should be thanked for buying from you. Please tell me you do this!

Thank you for renewing: This is an oft-forgotten way to touch clients. If the product pays a subsequent-year commission, you are a fool to skip this action!

Birthday cards: These can be a nice way to reach out to clients once a year. Sending these cards is an easy task to assign to staff. Sendoutcards.com* is a great way to automate card sending (by regular mail, not e-cards). They will even send business-appropriate presents with the card, a good option for your best clients. Definitely worth checking out!

Anniversary cards: Wedding anniversary cards are a nice touch, one that few advisors do. Don't know their anniversary? Ask at the annual review. Sendoutcards.com* can automate this to make it super easy.

Thanksgiving cards: I strongly advise you send Thanksgiving cards, NOT Christmas cards (or other winter season card). Why? (1) People get a lot of

Christmas cards and yours will be nothing special, hardly noticed and (2) What better time to show appreciation than the one holiday devoted to giving thanks? You can buy really nice Thanksgiving cards at Paperdirect.com* or Sendoutcards.com. *

Unusual holiday greetings: Do you want to stand out from the crowd? Send cards on totally random "holidays" like these:

January	Financial Wellness Month National Hot Tea Month
February	Bake for Family Fun Month National Bird Feeding Month
March	Credit Education Month Youth Art Month
April	Home Improvement Time International Customer Loyalty Month
May	National BBQ Month National Smile Month
June	Great Outdoors Month National Candy Month
July	National Blueberry Month National Grilling Month
Aug	American Adventures Month What will be Your Legacy Be? Month
Sep	Happy Cat Month College Savings Month

Oct	Financial Planning Month Popcorn Popping Month
Nov	National Inspirational Role Models Month National Peanut Butter Lovers' Month
Dec	Bingo's Birthday Month National Tie Month

Doing this will get you noticed and remembered! That's good!

Customer appreciation events: Create a small or large event for your customers; an open house with refreshments, a seminar, picnic, wine tasting; golf tournament, etc. I worked with one agent who got an annuity company to sponsor and pay most of the expenses for a customer-appreciation dinner party held at a winery. That was generous but not available to all of you... But it doesn't hurt to ask. You may be surprised!

Creating a themed event is a VERY good idea. You'll get much better attendance if the event is interesting or strongly appeals to "What's in it for me?"

Random gifts: Every so often, send something valuable or interesting (but not necessarily costly) that is not tied to selling your clients something. These can be serious (a book) or be related to random holidays. The fun stuff will be better at getting attention and make people smile too. Send a Baskin Robbins gift card in July for "*National Ice Cream Month*". Send a pirate-themed doo-dad like you'd find on OrientalTrading.com* for "*Talk Like a Pirate Day*", September 19th. Here are a few ideas related to the holidays detailed above.

January	Tea bags in a greeting card for "National Hot Tea Month"
February	Your favorite recipe for "Bake for Family Fun Month"
March	Sponsor a coloring contest for "Youth Art Month"

April	Thank you card for "International Customer Loyalty Month"
May	A smiley-face post card for "National Smile Month"
June	Candy for "National Candy Month"
July	A grill or BBQ sauce recipe for "National Grilling Month"
August	Map of regional National Parks for "American Adventures Month"
September	A cute cat greeting or post card "Happy Cat Month"
October	A package of microwave popcorn "Popcorn Popping Month"
November	A jar of gourmet peanut butter for "National Peanut Butter Lovers' Month" (www.ILovePeanutButter.com)
December	A greeting card or postcard resembling a bingo card for "Bingo's Birthday Month"

Pick a couple and try them out (and don't forget to mention the holiday!)

Shock and awe box: Welcome new clients with a package that will surprise and delight them. Here is a list of some things I've seen in a shock-and-awe-box:

- Tea/coffee & mug (with logo)
- Bottle of wine and wine glasses (with logo)
- Golf tees and towel (with logo)
- Free offer or gift card for local merchants
- Pen & paper (with logo)
- Agency related stuff like their insurance policy in a special folder/pouch, list of all services offered, hours, educational reports and books, meet-the-staff with picture/job, etc.

What should you put in yours? Let your creativity run wild but remember, the purpose is to make them feel valued, welcomed and happy NOT bored or sold to!

Client newsletter: A really good newsletter is the single best drip-marketing program because it touches your client base 12 times a year. A good newsletter is welcomed, even eagerly anticipated. If you sell any product that pays ongoing commissions (health, auto, home, etc.), you REALLY need to be sending a client newsletter every month so they don't defect to competing agents and take their money with them. ** But it is a good idea for ALL agents because it can do all this for you:

- Make your current clients feel cared for,
- Keep your prospects fresh and interested in your services,
- Remind both clients and prospects to send you referrals
- Keep your name in front of professional referral sources so they send you more

Worth the Cost and Effort?

Gosh! These suggestions could be overwhelming to do IN ADDITION to your regular work. Must you do ALL of them? Nope. You just gotta do enough that you get the desired result (loyal clients, more sales, and lots of referrals).

Will the extra cost and effort be worth it? Pull your commission statements and decide for yourself. How much less would you earn if clients took their business elsewhere? What if you got more business on referrals from satisfied clients?

Ideally you want to put a fence around "your herd" so they don't wonder off to competing agents. You accomplish that with QUALITY ongoing communication and great service. You should be "touching" them at least once a month with one form of communication or another so they remember you when it is time for their next purchase and when anyone mentions buying something you sell.

The Easiest Prospect to Sell

1. Easiest is an **additional sale in the same household.**
2. Second is a **referral from a thrilled client.**
3. Third easiest is a **prospect that has been cared for** and communicated with while pondering their buying decision. (A monthly client newsletter will do this for you.)
4. And the most difficult sale you could make is to a **new lead.** (A stale lead would be worse but we won't go there! Why didn't you call them sooner?)

Plan your marketing budget with this in mind. It is a whole lot easier to resell to an existing, happy customer than it is to get a new one. It is easier to keep a client happy than it is to fix a disgruntled one. Communicate well. Communicate often. Keep your herd happy and your commissions high!

** Note: I have no financial connection to these sites. I have had good experiences with them so am passing on my recommendation.*

*** Not a subscriber to my client-newsletter service? Go to www.MoreClientsEasier.com for how to profitably use client newsletters in your agency. Email me for the latest trial offer.*

How to Use Your Prospect's Buying Process to Sell More

Did you know your prospects have a buying process? Yep, they do. In fact, you do too. You probably never consciously think about it, but it exists for you. What is it? The mental hurdles you or anyone transverses before opening their wallet to make a purchase. Knowing the five steps of the process and USING the data can help you sell more.

The word "process" is defined as, "*a series of actions or steps taken to achieve an end.*" To be a true "process" the steps must be completed in sequence, not willy-nilly. And that describes the following:

Step 1: Awareness of need or desire

Step 2: Picking the "thing" that fulfills the need or desire

Step 3: Picking the source for the thing

Step 4: Accepting the source's price / value argument

Step 5: Finding reasons to act now

Selling by Natural Law

The five steps outlined above are not just a good idea but a natural law on how all selling/buying takes place. Following them IN SEQUENCE works every time on a qualified prospect who has a genuine need or desire AND the ability to pay. That's powerful stuff... pure dynamite!

Using this information is so vital to effective selling that I've posted it on my wall and follow it religiously. I refer to it as I write any sales copy or create a marketing program for my own agency or my marketing clients. This data is one of the secret to my success!

Now, think about the steps above. Each one builds upon the one before it, like rungs on a ladder. It should be evident that no one buys

something they are not aware of needing or desiring. Once that awareness is achieved, the natural next thought for the potential buyer is, "What 'thing' would satisfy that need or desire?" A prospect would never seek out the "thing" without the need or desire already present in his mind. And it is that need or desire which propels him or her to choose the source to buy from, thus completing step three.

Do you see how the sequence might play out (quickly or slowly) for EVERY purchase? YOUR success depends on being the source they select for the products and services you offer . . . then completing steps four and five in your sales presentation. (Good marketing can do this for you!)

Now any purchase can easily be derailed at step four, accepting the source's price or value argument. We all want things we cannot afford. But that said, "affordable" is a subjective decision. Knowing the buying process, you can tailor your sales presentation to honestly portray the real value TO THE PROSPECT of the "thing" to bridge the affordability gap easily. On to step five!

The last step, giving the prospect a reason to act now is crucial. Who does NOT have a stack of ads (or a list in your head) of things you are considering but have not bought yet? Yup, someone, some company moved YOU through the first few steps of the buying process but dropped the ball at step 5. And there you sit at indecision. Is that what's happening to your prospects? Do they need a reason to act now?

Fear of loss is a powerful motivating force. Fortunately, as financial services professionals, most every product we sell embodies protection against loss. As long as you are presenting the right product for your prospect's needs, take advantage of this fact to complete step four and close more sales. Zig Ziglar is famous for saying, "Timid salesmen have skinny kids." You've got to ask for the order BUT... if your prospect has NOT moved through all five steps of the buying process, you will NOT get the sale.

Sales v. Marketing

Sales are a subset of a larger subject, marketing. Advertising falls under that umbrella too. Marketing encompasses ALL the actions from product design to sales and delivery to the end user as well as cementing the person as a client for life. Some of this is done by the insurance company. It picks up at your level with promotion to attract prospects. But it doesn't stop there. The sales presentation, lead follow up, client experience, referral programs and customer nurturing are all found under the marketing canopy. If you are honing your sales skills but not expanding your marketing knowledge, you may be leaving money on the table -- out of sheer ignorance!

What I am told again and again by agents is, "*If you put me in front of a prospect, I can close the deal.*" Those are the words, the attitude of a salesman. He wants to start with a hot prospect and sell. There is nothing wrong with that IF he has a ready source of fresh, qualified leads. This is seldom the case. It has been my observation that having too few prospects is the single biggest reason for failure of insurance and investment advisors. You gotta be a marketer too... a competent marketer -- to survive in straight commission sales.

Here is some good news for you; ALL five steps of the buying process can be accomplished with marketing alone. Really! With excellent marketing, a prospect can be taken from zero all the way to plunking down money in exchange for a product or service. It is done every day in mail order and infomercials. In fact, I have done this myself. One of my marketing books, How to Sell More Easily with Client Newsletters results in orders arriving on my fax machine from agents who have never spoken to me a single time. Yep! The entire sales/buying process done in writing!

I have successfully organized ALL my marketing by the five steps of the buying process. You can observe this for yourself by reading just the table of contents of the book I just mentioned. The five steps are accomplished chapter by chapter as outlined below (with some overlap.) If you own a copy, dig it out to see for yourself. My later book, How to Get More Clients Easier follows the same formula.

Step 1: Chapters 1 through 5 -- Awareness of need or desire

Step 2: Chapters 6 through 12 -- Picking the "thing" that fulfills the need or desire

Step 3: Chapters 13 through 14 -- Picking the source for the thing

Step 4: Chapters 15 through 16 -- Accepting the source's price / value argument

Step 5: Chapter 17 -- Finding reasons to act now

For an insurance or investment purchase, you can EASILY move a prospect from zero to step three with a lead generation ad and an educational booklet. And guess what? That's the sweet spot you want to in. That's when your well-honed sales skills will shine!

I have been using this method for ALL my lead generation needs for the last 11 years. I know it works. My two primary insurance lead generation books are *"Confessions of a Life Insurance Agent: The Nine Inside Secrets You Must Know to Slash Your Premiums!"* and *"How to Pay for Your Alternative Health Insurance with Tax-Free Dollars and Financially Survive a Medical Disaster."*

- Both are used as **bait to attract qualified leads.**
- Both move prospects through **step three of the buying process.**
- Both position me as an **author/expert instead of just a sales person.**

So, don't chase prospects; attract them to you! Use your knowledge of the buying process to causatively steer prospects to your agency with good marketing. Craft a sales letter, postcard, display ad, report, booklet or promotional materials that complete the first few steps for you. Make all conform to this process and exact order.

Do you want to have confidence you can attract nearly endless prospects at will? I have done that in my own agency and I am developing a lead generation system for every line of insurance and investment – a consumer education book, ads, website, all promotions – an area-exclusive opportunity for agents and advisors. If you want to be added to my mailing list for advance notice of that release, email me at Victoria@MoreClientsEasier.com with the subject line "Lead Generation System" and your full contact information. (Release date to be determined.)

How to Sell More

Now back to the question posed by the title of this article: How can you sell more easily? Get your qualified prospects through as many of the buying steps as possible BEFORE you talk to them!

When meeting with a prospect, verify the starting point by conversation then wrap up the sale with a presentation that completes the process. Never assume that an earlier step is done. Don't attempt to close until you are certain you have satisfied all five steps in the prospect's mind.

Dan S. Kennedy, "The Millionaire Maker" emphasized this point at the 2012 Marketing SuperConference in Dallas. In his presentation on "Hard Core Selling", he spoke about *"The 8 Best Ways to Sabotage the New Client Meeting"*. Number four was *"Two Different Starting Positions"*. What did he mean? The salesman and prospects are at different points in the buying/selling process and the buyer NEVER catches up. It's a total deal breaker that you may be missing!

The five steps of the buying process are at the core of every decision to shell out money for a product or service. By applying the principles outlined here, you can deliberately and methodically take a total stranger all the way to the point of becoming a paying customer. How much could you earn with good marketing plus your sales skills? Boggles the mind, doesn't it?

How to "Clone" Your Very Best Clients

Do you have a few or a dozen clients who are so great to work with that you wish you could clone them? These are the clients that respect your advice, buy all that you offer (that is appropriate to their situation), are easy to work with and refer others to you, in short, the ideal client. Wouldn't it be a pleasure to run your business if you had more, just like them?

Well, you can "clone" those ideal clients. No, not with laboratory science (of course!); I'm talking about artful marketing, applied well.

There's a saying, as old as the hills, "Birds of a feather, flock together." The reason that adage persists is because there is so much truth to it. That's good for you. Why? Because if you have clients that you love working with, chances are very good their friends, family and associates are very similar, making them good prospects too. Get your very best clients to "endorse" you to a wide circle of contacts and you will be on your way to "cloning" them.

What does "endorse" mean? Per Webster's New Collegiate Dictionary, endorse means, *"to express approval of publically and definitely."* Wow! What a concept! This is a referral strategy with booster rockets! It goes beyond the occasional random referral and becomes an actual, proactive marketing campaign. But, I'll be honest with you. It will take some time, work and planning. That said, however, it is the shortest route between now and a stable of clients with whom it is a joy to do business.

Hum... So, how do you get a client, even a loyal client, to endorse you to everyone in their address book? Good question. The right place to start is to define your ideal client. For example you may have some who are easy to work with but not financially successful enough to buy what they need. Sure, it would be beneficial to have more trouble-free clients but you have expenses to pay and that requires commissions. You really want to cherry-

pick your book of business looking for the customers who rave about you AND have money to spend on your services IN ADDITION to being unproblematic.

The Survey

Once you create that short list of ideal clients (1 to dozens of names), it's time to get to work. The starting point with each potential endorser is a customer satisfaction telephone survey. The preamble to it should be something like this:

"We are calling our most valued clients looking for candid feedback so we can improve weak areas of our service and strengthen what is working best. Do you have 10 to 15 minutes to speak to me now?"

If the answer is no, schedule an appointment for later. Here are a few sample survey questions. Please tweak them to fit your agency and product mix.

- *Did you have any experiences with us (me, company, etc.) that were **disappointing or need improvement**?*
- *Did you receive any service that was **beyond your expectations or above the ordinary**?*
- *Did you **understand your choices and feel confident** about what you were purchasing?*
- ***How was that helpful to you?***
- *What was **the biggest benefit** you received from our work together? (Please be specific and use exact numbers when possible.)*
- *How does it **feel to have that benefit**?*
- ***What did you like best** about doing business with us/me?*

As they speak, quickly **jot down their responses as accurately as possible**. It's ok to hold off the next question while you finish writing. Just tell them why. Remember, these are your best clients. They'll understand. You may delegate this step to an assistant you explicitly trust to do it well. The purpose of this survey is three-fold:

- (1) Catch service problems and fix them,
- (2) To rekindle their own satisfaction with you,
- (3) To collect their positive feedback IN THEIR OWN WORDS for a testimonial and endorsement from them.

Getting Permission

Make sure you enthusiastically acknowledge their positive feedback and correctly handle any negative comments. Your next question should be, *"Would it be okay if I typed up your positive comments as a testimonial and send it to you for approval?"* If they say yes, your worst case scenario is getting a great testimonial to use in promoting your agency. (Don't forget to get permission to use it in your marketing.) Not a bad exchange for the small time invested so far.

If the survey process is proceeding well and with good feedback, the final question to ask is, *"Would you be willing to recommend my services to others?"* If the answer is "yes", then say something like, *"I consider you one of my best (most valued, favorite, etc.) clients and I'd like more just like you! Would it be okay if I weaved your feedback into a letter from you that introduces me to you (friends, family, neighbors, and associates)?"*

In general, once they've said you are great, it's hard to say "no" to endorsing your services. Some will not, but most will agree readily. At this point briefly explain the procedure to them. Tell them that you will draft a letter from them to those people they think would most benefit from working with you. Assure them they will have complete editorial control and you will do all the work and bear all the expense. Answer their questions (which you should be able to do once you read the rest of this chapter).

The Letter

I've never sent a letter like this before and quite frankly, I may never send another like it again. But I've been working with someone who has helped me [a strong benefit of working with you from the survey].

For years, I've known and worked with [your name and company]. [Your first name] is the most expert and talented [service you provide] in the area. Because your situation is similar to mine, I thought you could benefit from the ideas and strategies he can show you. I am enthusiastic because he [benefits or positive comments from survey].

I thought you'd at least like to hear about him and decide for yourself whether you could profit from this too. I've asked if [your first name] would mind giving my [associates, vendors, friends, neighbors, etc.] a complimentary, no-risk, no obligation review of [property insurance, retirement plan, etc.] Don't worry. [Your first name] doesn't use high pressure and will not ask you to buy anything at this meeting.

I strongly recommend that you give [your first name] a call at your earliest convenience. Do it today, while it's fresh in your mind. If you have any questions about my work with [your first name], don't hesitate to call me at [client's phone number]. I've asked him to follow up with you in the next few weeks so he can help you as he has me. [Omit this sentence if your client doesn't feel comfortable with it]"

Sincerely,

Client name

P.S. [your name] is so certain that 30 minutes with him will be time profitably invested that if you feel your time was wasted, he will write a check for \$25 on the spot to your favorite charity. What could be fairer than that?

The P.S. is a crucial "risk reversal" strategy to overcome resistance. Pick some benefit you are confident you can deliver. Keep in mind none or a handful of people will take the offer AND the ones that do, will be a headache as a client and it is a bargain to pay \$25 to keep them OUT of your agency!

The Mechanics

IMPORTANT: Make it brain-dead simple and easy for the client! I cannot stress that enough! If it is too time consuming, confusing or costly, you will lose their willingness in a hurry. Make it seem effortless for them, no matter how much work it is for you (and do NOT complain or explain your efforts!).

Draft a letter from your client using my example above. Because of space constraints, the example is bare-bones and could be expanded. You should edit and customize it, not only to weave in your client's comments but to showcase the benefits of your services. Once the letter is created, you must present it to the client for approval. He needs to okay the content and "voice". Make any changes requested and get the final okay.

If you will be doing a business-to-business letter, ask your client for a few samples of his letterhead (which you will re-print at your own expense). Ditto for envelopes. If the client is an individual, create a simple header of their name and address and an envelope bearing their return address. (Remember, the letter is from them to their list. It is not from you!) Next get a mailing list from your client. You are looking for people just like him who would recognize his name on the envelope and open to read the message. Oh yah, endorsements can be sent within the same industry or profession to total strangers, i.e. "Dear Fellow Pilot". Buy a list and go to town!) Next create the actual mailing. You'll get best results if you employ mail merge to personalize each with the recipient's name. I also recommend using "courier" font. Don't forget, printing and postage are both your expenses!

The Results

An envelope from a trusted friend or familiar business WILL get opened. An envelope from you? Eh, not so much. That's a HUGE advantage! There is no value in a marketing campaign that hits the trash can before its content are viewed.

Endorsement marketing will NOT work if YOU do not deliver great value that your clients would be thrilled to pass on. It will be a flop if you were pushy or "sales-y" in your original presentation with the client. The only valid starting point for this type of marketing is TRUST. Absent that, this program will fail and you will have only yourself to blame.

Aside from those considerations, your results will depend on the quality of relationship the client has with the list and how many are mailed (a few, dozens or hundreds). But it is reasonable to expect many appointments with warm prospects who are at least partially pre-sold on doing business with you. Repeat this process with as many clients as you can handle at one time logistically (stagger as needed).

If you have done this right, it should be worth the effort. And THAT is how you clone your best clients!

Brand Advertising Vs. Direct Response Marketing

Do you consider the money you spend on advertising a charitable donation? Of course not! As a business owner, you expect a profitable return on your investment. But how can you know if your dollars are well spent? Let's explore that. The two main divisions of advertising are (1) brand advertising and (2) direct response marketing. How do those differ? Here's an even better question. How can you use that knowledge to your advantage?

What is Brand Advertising?

Branding seeks to make you into "the brand of choice" for financial services in the geographic region you operate. Through promotions you become a "brand" like Levi, Hewlet Packard, Dunkin Donuts or Coca Cola. It's about creating and managing the public's perception of you distinct from your competitors. Techniques of branding include logos, symbols, images, color choices, tag lines, slogans and jingles. These items become your "strategic identity" in all your campaigns. Branding relies heavily on repetition to imprint your message on the buying public so they remember you as the "name brand" for financial services. This is also called "image advertising" because it promotes your image -- what's so great about you.

What is Direct Response Marketing?

Direct response marketing is distinguished by having an offer. To obtain the offer, a prospect must respond directly and that response can be quantified and qualified to determine the rate of return on investment. Ideally, you offer something of such high interest that it compels people to contact you. A direct response campaign gets your phone ringing, your inbox filled or your mailbox stuffed with leads seeking your services... or it doesn't... but you'll know which because all inquiries are tied to a specific offer. (What you should offer and how to craft an effective lead generation ad are two subjects covered extensively in my other articles. Email me if

you would like those, Victoria@MoreClientsEasier.com.) If an ad does not have an offer that causes a direct response by prospects which can be measured, it is brand advertising. That is the sole determining factor.

Advantages / Disadvantages

Branding is an indirect means of generating business for your practice. All promotional actions are founded on the premise that if a prospect sees your message enough times, they will be drawn to do business with you.

Its major drawback is there is no way to track, "Is it working?" If you scrupulously surveyed every incoming inquiry, "How did you hear about us?" you might be able to determine if your advertising dollars were well spent. No one ever does this. Good money is thrown after bad. Agents are ever hopeful that new business brought in will exceed the cost of advertising -- but are never sure. Ad agencies and media outlets love this sort of advertising for that exact reason. In fact, if you complain the ad is not working, the stock answer is "You haven't run it enough times." How crazy is that? (Zero times zero is still zero!)

The beauty of direct response ads is you can measure not only how many leads came in, but how many of those became clients and the amount of commission from each. Both quantity AND quality of leads can be calculated for every ad, and even individual media outlets if you run an ad in more than one place. Doesn't that put you in the driver seat as a business owner?

If you are a savvy direct-response marketer, you treat every ad like a flesh-and-blood salesman who is hired to bring in new business. If he (the ad) produces, he keeps his job; if he does not, he is re-trained or fired. How do you re-train an ad? You tweak it to see if the new version produces more than the earlier one. How do you "fire" an ad? Stop paying for it!

Ninety-eight percent of all the advertisements you see and hear fall under the category of "Brand Advertising". They promote "This is who I am. This is what I sell. This is why I am so great. Buy from me!" No

offer. Think about it. How often do you see a promotion that includes an offer to which you must come in, call in, mail in or fax it to redeem?

Just because everyone is doing it, doesn't make it right! (Your Mom taught you that lesson!) For obvious reasons, I am a fan of direct-response marketing. It delivers on the promises of brand advertising but at less cost. It allows you to cut the waste from your advertising budget (so important in tough economic times like these!) by offloading low or no ROI promotions.

Are You Tuned into Station WIIFM?

What could possibly be bad about telling the public how good your service is and what you sell? Here's the truth. Your prospects do not give a hoot about you, your credentials, how long you've been in business, what company you represent or clever platitudes about good service. Yes, those WILL factor in someplace in their buying decision but those WILL NOT motivate them to pick up the phone to call you

Station WIIFM? That means, "**What's In It For Me?**" You see, what your potential client cares about is their own problems and how to solve them. Your prospect has a house, a spouse, a job, perhaps a kid or two, a lawn that needs mowing and bills to be paid. That is what's on their mind when they see or hear your ad. And your ad is one of hundreds or thousands they will be exposed to each day!

Why should they care? Your prospects have ga-zillions of choices to pick from for your exact products or they can do nothing at all. Why should they choose you over all their other options? **THAT IS THE QUESTION YOUR AD MUST ANSWER!** Offer a solution to their problems and you'll get their attention.

Now let's look at two typical ads for our industry. These are billboards in my local area but they could just as easily be postcards or display ads in a magazine or newspaper. The same lesson applies to all mechanisms of delivery

1st



BILLBOARD #1: This is obviously "brand advertising" because there is no offer. It promotes only an image, for example "Your local insurance experts!" and "Highest in

Customer Satisfaction with the Auto Insurance Claims Experience". The primary image is of award by J. D. Power. That confused me because a small agency would not be rated by that organization. I visited the agent's website and found that one of the companies he represents was given the award. And the billboard doesn't even have a phone number! A driver zooming by at 45 mph has to remember the web address when he gets to his home or office and access it to contact the agent.

2nd

Plus point: billboard is in the parking lot of the agent's office so that people driving by could be potential clients (although the ad does not point out that important fact.)



BILLBOARD #2: While this ad does not feature a direct-response offer, it is much better than the one above. Plus points of this billboard:

1. The billboard is in front of the agent's office and it features an arrow saying "turn here". That tells a motorist exactly where the agent is located so he could come into the office now or in the future.

2. The ad displays the phone number large enough for a passing driver to note.

3. The main image is of the agent so it starts building a bit of a connection with the prospect.

4. It tells a benefit TO THE CONSUMER of doing business with the agent, "You are a neighbor, not a number". Not a compelling message but at least it is not bragging about the agent!

Co-op Advertising Dollars

Both of these ads feature the logo of a large-name insurance company. I'd bet my bottom dollar that the ad was designed by, authorized by or even subsidized by that insurance company. When they pay, they control the content. The supposed advantage to this sort of arrangement to the agent is he can ride on the coat tails of a name brand to become a name brand himself. Are co-op dollars worth it? That depends. If it means you cannot make a direct response offer and they do not pay 100% of the cost, I'd rethink the strategies.

By the way, both of these agents sell auto insurance. What offer would I suggest? (This is the offer, not the entire ad.)

FREE REPORT!
"NINE Ways to Lower Your Auto Insurance Costs!"
Get this report free when you request a quote!
Call (xxx) xxx-xxxx or visit
www.yoursite.com/freereport

So, what type of advertising will you be doing next, brand or direct response?

My Three Rs for Getting Referrals

A referral from a satisfied client is one of the easiest prospects to close. That's why referrals are so sought after and highly prized. There's lots of advice out there on how to get more of referrals. Some of it works. Some of it doesn't.

The method most often suggested to me over my long career is a speech that starts out, "One of the ways I get paid ...". Perhaps you recognize it?

I just can't bring myself to talk like that.

I have gotten referrals the organic way (just happens as a course of doing business) but not enough to write home to mom about.

That all changed when I started sending a client newsletter. Right off the bat I noticed one terrific thing. Because I contact each prospect and client every month, they don't forget about me. (*"Hey Marge, what's the name of that great agent we bought our policy from? Did you keep her business card? No, I cleaned out the junk drawer."*)

By the way, I am not speaking of professional referrals from CPAs, Lawyers and non-competing agents. I could write a whole article just on that subject. Here I am addressing only those referrals that come to you from clients and prospects. So what are my three Rs for getting referrals? Remind, Recognize and Reward. Here's how I do it.

Reminding

Calling every prospect and client each month, asking to send you referrals would be prohibitively labor intensive. You'd also be perceived as a pest. As I already send a monthly client newsletter, I just make sure every issue asks for referrals. That's pretty simple

Recognizing

Recognizing referral sources is very important. The absolute bare minimum is to send a thank you card. You can purchase greeting cards with a scripted thank you message on the inside. I find that impersonal for my tastes. I send a blank greeting card and hand write my own message inside. Those are always well received.

People thrive on public recognition too. I list referral sources in my monthly client newsletter as well. That is akin to the bulletin board or sign with white letters at a doctor's office thanking referrals. Not only is a mention in your client newsletter a cheap and easy to recognize sources of referrals but others will be quicker to follow the lead. It looks "normal", even expected, to refer friend and family to your agent or advisor.

Rewarding

Rewarding referrals sources is a bit trickier. The rules vary from state to state. Some places (Texas?) you can acknowledge referrals with gifts up to \$15. Other states (New York?) the gift can be "nominal" but it doesn't define the term further. Other states (Virginia?) the referral fee cannot be contingent upon a sale occurring.

You'll have to explore the law for the states in which you are licensed. I highly recommend you look it up on the department of Insurance website to get the exact law instead of taking someone else's word for it.

The point is, rewarding clients for referring is powerful and a VERY worthwhile use of your money. If you consider how much it costs to buy a lead that may never pan out versus a lead sent to you with a glowing report of what a great advisor you are – it's no contest which is more valuable.

So those are my three Rs of referrals: Remind, Recognize and Reward. There are other ways to row this boat. I'm not saying this is the only way to get referrals.

This is the method I use and know works. I get enough quality referrals that I was able to significantly reduce my advertising budget. This

way also has the unique advantage of prompting referrals not just from clients, but from prospects too.

Or you can practice your speech. “Ahem, one of the ways I get paid is ...”

Lost Commission Checks and Other Unclaimed Money

Are you absolutely certain you've received every commission check or other money owed to you? I really thought I had – but I was wrong.

My mom called me up to tell me about a story on the news about how to find unclaimed money. Yeah right . . . sounded like a scam to me but to humor her, I logged onto the website to search for money for her and my Dad. (They have an internet connection but are older and still cannot figure out how to navigate the web. They call me, 2,200 miles away, to do nearly anything on their computer more complicated than solitaire.)

I clicked through to the database for California (where they live) and typed in their names. I found .04 cents for interest on an old bank account for my mom, nothing for my dad. Hmm... Not great riches but the site looked official and credible. While I was on the phone with her, my mom asked me to look for my siblings, aunts, uncles and cousins. Voila! I found back wages for my cousin in Florida. Cool!

Then my mom insisted I do a search under my own name. Nah! I am careful with money. If some were owed to me, I'd definitely know it! Well, you know how moms are, so I typed in my own name. What do you know? There were a few small commission checks and a rebate owed to me! It took, oh, about 60 seconds to fill out the claim form and another minute to photocopy my ID. With an envelope and a stamp I was good to go. Two weeks later I received an acknowledgement of claim from the California State Controller. I'm now waiting for the check. Very cool!

I confess I found this exhilarating so I immediately searched on behalf of my friends too. I found \$606.10 of back wages for my friend, Kathy and a \$33 refund from a cell phone company for another friend, Francine. For an associate, who hasn't moved or changed his address since 1994, I found \$1,385 of insurance commissions!

On a whim I searched under the names of my clients. By golly if I didn't find more money! I didn't have all of the information needed for a detailed search or I'm certain I would have found much more. Here is a small sampling of what I found:

Who	Where	What	\$ *
Dan K	OH	1 claim	>\$100
David N	TC	3 claims	\$261
Glenn W	PA	3 claims	>\$250
Adam G	NV	2 claims	>\$100
Tim T.	GA	2 claims	\$1,500
Bill H.	CO	2 claims	<\$100
Aaron H.	CO	1 claim	>\$50
George D.	TX	1 claim	\$1.48
Gail A.	OH	1 claim	>\$100
Mark H.	PA	1 claim	\$2,900

* Note: Some states list exact amounts, others show over/under indicators while many do not list any amount.

The above claims were for dividends, premium refunds, insurance commissions, stock, bank account interest, finance company and credit card refunds and utility returns. What else might be found on a search of this sort?

- Abandoned savings or checking accounts
- Uncashed cashier's checks and money orders
- Safety deposit box contents (coins, jewelry, cash, etc.)
- Certificates of deposit
- Matured or terminated insurance policies

- Trust fund and escrow accounts

In most cases, the owner of such property has forgotten that the particular property or account exists. Sometimes, an owner has died and the heirs don't know about the property. That was the case with Glenn W. on my list above. The money I found was actually his mother's. She passed away and he had no idea about the unclaimed dividends and stock from MetLife (and I was so happy to tell him!)

So, are you ready to find money owed to you, your family, friends and clients? Here's what to do:

How to Find Unclaimed Money

1. Go to www.UnclaimedMoney.org then click on the link for "Search your state".
2. To find the link for the state you wish to search, scroll down below the offer for the eBook. (Each state has its own database.)
3. Follow the prompts for the state site. (Don't forget to search for every state you've lived in.)

Happy Hunting!

I would really appreciate your feedback on the money you find with this information. Please fax it to (770) 200-1611 or email to Victoria@MoreClientsEasier.com.

Conclusion

Did you learn something new? Are you finishing off this book with a new spring in your step and a bright idea (or two) on something you can do this week to get more clients easier? I do hope so. That's why I write for you!

In my professional life, I have two loves: marketing and writing. This book brings both of those together wonderfully. I also love to help people and helping you here is a terrific additional benefit of publishing books like this one.

If I've helped YOU in these pages, I'd truly like to hear about it. Writing can be like conversing in the dark. You don't get to see the other person's reaction. Feedback (good and bad) from readers is much appreciated. So don't be shy. Tell me what you liked, found difficult or didn't understand but also, the stellar success you accomplished because you used this information to promote your agency.

The best way to reach me is by fax at (770) 200-1611 or by email via my website www.MoreClientsEasier.com

Wishing you more clients easier!

Victoria Eden

"The Insurance Marketing Queen"

About the Author



Victoria Eden is the “Insurance Marketing Queen”. She began her career as a Farmers Insurance Group Agent in 1990. Later she became an independent insurance advisor then a marketing consultant for insurance and investment advisors.

To expand her own insurance practice, she became a keen student of marketing, studying the masters of the subject. She applied the winning strategies of direct-response marketing to her own agency, creating these two successful lead-generation, consumer-education booklets,

- “Confessions of a Life Insurance Agent: The Nine Inside Secrets You Must Know to Slash Your Premiums”©
- “How to Pay for Your Alternative Health Care With Pre-Tax Dollars and Financially Survive a Medical Disaster”©.



Victoria received accolades from both Dan S. Kennedy and Bill Glazer, top marketing gurus, in the internationally published, No BS Marketing Letter™ for the genius of her client newsletter, Victoria’s View: Truthful Insurance Information Delivered With a Smile!©. It is a light, entertaining consumer-education publication which she sends to her own clients, prospects and contacts every month. That client-newsletter marketing program is available for purchase by other advisors to private-label and use to promote their own agency. Additionally Ms. Eden is the author of:

- "How to Get More Clients Easier!"
- "How to Supercharge Your Sales!"
- Little Known Tips & Tricks of Marketing Financial Products
- "17 Lessons: How to Write Great Headlines for Insurance Advertising"
- "For Agents That Want to Advertise But Don't Know How: A Marketing Primer for Financial Services Professionals"

Ms. Eden also created The Smart Agent's System for Prospecting and Profits©, a multi-volume, multi-CD system that shows agents how to easily generate exclusive, hot leads and is a guest expert author on marketing topics for the industry publication, LifeHealthPro.com.

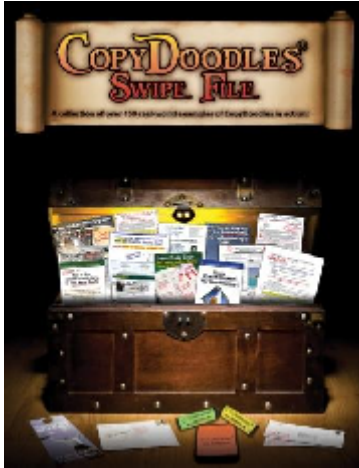
Victoria writes a second publication every month, Insurance Marketing Insights©. In that she translates successful marketing know-how into industry-specific examples and application to improve an advisor's promotion and profits.



Bill Glazer featured several full issues of both of Victoria's monthly newsletters (Victoria's View and Insurance Marketing Insights) in his Newsletter Swipe

File as examples of exactly how to correctly do newsletter marketing for maximum profit. Additionally, at the 2011 Marketing Super Conference in Chicago, Bill Glazer





presented an entire workshop on how to profit from client newsletters; Victoria's content service was one of only a select handful of recommended vendors in the resource directory. Her expertise is showcased in the GKIC product, The Newsletter Blueprint.

Victoria Eden was a featured contributor to Mike Capuzzi's product, CopyDoodles™ Swipe File and two of her books are displayed on the cover. She was the guest expert interviewed for his seminar, "How to Write Your Way to Riches!"

Victoria was a finalist in Bill Glazer's 2008 worldwide contest for "Outrageous Advertising that's Outrageously Successful" for her innovative "shock and awe" box to attract affiliate partners.

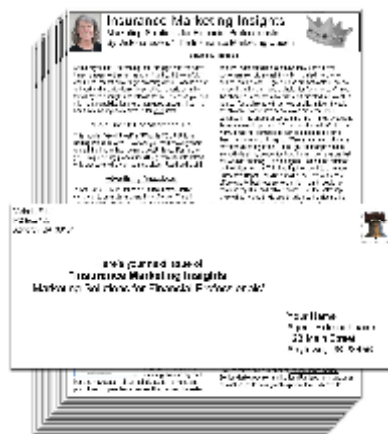


Victoria Eden on stage with Bill Glazer and other contest finalist.

When she is not helping her insurance and marketing clients or writing her two monthly newsletters, Victoria is reading her favorite subjects; marketing, humor, trivia, history, health and novels by Janet Evanovich. Victoria is also an award-winning photographer and watercolor painter. She now resides in the suburbs north of Atlanta, Georgia after a lifetime in Orange County, California. She is single and the mother of three wonderful adults.

You may reach Victoria Eden via fax at (770) 200-1611 or via email at Victoria@MoreClientsEasier.com.

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How to Get More Client Easier! (125-page book, regular price, \$22.97) Learn these key points about profitable newsletter marketing for insurance agents and investment advisors:

- How to stop “dialing for dollars” yet still talk to more interested prospects,
- How to capture your prospects’ attention, even if they won’t pick up the phone,
- What commission-killing, client-retention mistake do most agents make?
- How to mine the gold that lies hidden in YOUR prospect and client files,
- What is the single biggest mistake advisors make when mailing to prospects?
- What three steps will get you more referrals?
- What is the “secret sauce” that makes a client newsletter profitable?
- Why most client newsletters hit the trash can unread,
- Exactly how do client newsletters work?
- Where to get a killer mailing list for FREE,
- How to bury your competition!
- How to stop begging and start selling,
- How to get more clients easier!

This book will reveal EXACTLY how to use newsletter marketing to close more sales, get more referrals, cross-sell clients and revive ready-for-the-shredder leads!

Audio CD of the book How To Get More Clients Easier! to listen at your computer or in your car (regular price \$10.97)

How to Successfully Promote Insurance and Investments in a Newsletter (Regular Price \$9.97) This book gives you a quick-read summary of how to create a publication

that will fascinate your clients and prospects, then shows how it is done with sample issues of my own proven-profitable client newsletter.

A 12-month subscription to of Insurance Marketing Insights (Regular Price \$179.64 a year). If you want to know how to sell more, sell easier, and sell more often then you will read each issue the moment it hits your mailbox (via regular mail). Get in-depth articles that translate successful marketing know-how into industry-specific examples and application you can use in your agency today to earn more commissions. Here are a few recent titles:

- “The First Fatal Flaw of Lead Generation Advertising”
- “How to Clone Your Best Clients”
- “The Trick to Get Prospects to Respond Now Instead of Never”
- “What is Good Bait for Attracting Prospects?”
- “Why Your Website Stinks for Lead Generation”
- “How to Use Your Prospect’s Buying Process to Sell More”
- “How to Boost the Response of a Good Ad”
- “How to Harness the Power of Testimonials”
- “How to Craft an Effective Lead Generation Ad”
- “How to get More Qualified Prospects Calling You”

A VALUABLE RESOURCE

Each month you’ll also receive business success articles by Dan S. Kennedy, “The Millionaire Maker” and other guest experts, “Marketing Word of the Month”, “Be a Better Marketer”, “Rant & Praise”, “Random Marketing Facts”, plus hot deals and special offers.

Order today while supplies last. One per agent/address only!

No-risk, No-obligation Request Form

Yes! Please send me all 15 items listed above by regular mail FREE + \$17.57 shipping and handling. (Answers to all questions are required. I respect your privacy.)

My check for \$17.57 is enclosed (made out to “Victoria Eden”)

Charge my credit card \$17.57 CC # _____ Expires _____ Sec code _____ Signature _____ Date _____

Name _____ Agency/company name _____

Mailing address _____ City/State /Zip _____

Phone number (required) _____ Email address _____

Where did you hear of this offer? _____ License number _____ (To verify required connection to industry)

Which lines do you offer? (Check all that apply) Property & casualty Retirement planning & Medicare Life & health Investments & securities

Return this form by fax to (770) 200-1611 or by mail to Client Creation Systems, PO Box 122, Acworth, GA 30101.

For questions call (888) 709-8027 between 9-5 Eastern U.S. time or email Victoria@MoreClientsEasier.com.

You may order securely online using PayPal at MoreClientsEasier.com

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