



.....15 Years and still rolling.....

Open MIC is open for anyone.

9:00: AM Pacific Thursday 800 504-8071 Code is 5556463

IF YOU WOULD LIKE TO FIND OUT MORE ABOUT US

CALL OR EMAIL

ANTHONY OWEN

888-74**AGENT** (24368)

tony@annuityagentsalliance.com

OR VISIT OUR WEBSITE



Annuity | **Agent's Alliance**
Real Help From Real Agents.



Using a credit card is so tempting isn't it!



From **day 1, our organization has always
been about leads!**

**Leads and helping the crew sell annuities. It
is our mantra....That will never change...our
promise!.....**

Why? Because we are agents also.

Under Ronald Reagan and the Savings and Loan Mess.....

I really don't know who was finally declared responsible....but I do know this....Under the Reagan Administration, 800 people were found guilty and sent to prison.

Now move to the **REAL Mess** of our lives, the **Wall Street Credit Swap** guess how many of those creeps have been prosecuted and are in jail?

O as in ZERO

<http://www.financialsense.com/contributors/2011/09/14/william-black/transcript?>

Transparency should always be our goal

[http://annuitynews.com/article/Annuity Company Ratings Can You Count On Them/322664](http://annuitynews.com/article/Annuity_Company_Ratings_Can_You_Count_On_Them/322664)

Sometimes the folks making the ratings are not as transparent as we would like to think....Remember AIG, rated excellent just prior to filing bankruptcy.

And you actually think annuities are not important?

Retirement accounts are down \$1.4 Trillion

Total U.S. retirement assets were \$17.0 trillion as of September 30, 2011, down 7.5 percent from the record high of \$18.4 trillion in assets recorded as of June 30, 2011. The decline in retirement assets was driven in part by the drop in corporate equity values—for example, the S&P 500 index fell by 13.9 percent in the third quarter.

http://www.ici.org/pressroom/news/ret_11_q3

Here is a very good website to bookmark...tons of info



Dave has some product updates...





Welcome to Open MIC 2012, the year is off and running.

Like all previous Open MIC's at the beginning of the year, we need to start with marketing. Who are you going to tell your story to!

Let's start with a common sense approach: Using the internet leads. We have three sources for internet leads, scrubbed, rate based, and now Annuity.com leads.

- Scrubbed leads are \$200, prospect is called and qualified and they are expecting a call from you.
 - Rate based leads, fresh and exclusive, \$110, many areas still available
 - Annuity.com leads, fresh, exclusive and all come through our system. \$59 for ages 35 to 49, \$88 for ages 50 and up. Almost all are rate based leads, a few Booklet leads will come through. More details later today.
-

Here is how to work the internet leads

Hello Partners,

Despite all of my begging one of our lead partners continues to hand out advice on how to work internet leads by telling our partners to mail out information to the client prior to meeting with them. Let me encourage everyone that this person does not know the best practice for handling leads.

Part 1 - The key components of handling leads (regardless of their source) are:

- Where is your money?
- **What do you want it to do for you?**
- We need to meet so I can give you our Safe Money Book and Kit and go over some information to help you. No obligation education on guaranteed alternatives for your retirement. Be assumptive and confident!

- Objection handling resistance to booking an appointment (if required).

If you are not good at objection handling you need to get good. Everything you do should be focused on getting the appointment. Until you have an appointment you have nothing. Sending out information has a 95% chance of killing an appointment opportunity. The 5% is not worth chasing!

Part 2 - Once you have the appointment the key components are:

- Fact Finding:
 - o Life insurance?
 - o LTC?
 - o Income (All sources itemized)?
 - o Assets (All money accounts itemized and home value/mortgage balance)?
 - o Expenses (including everything)?
- **Purpose of the money?**
- Guaranteed lifetime income, retain/gain, and/or protection of principle solution (always work for a joint solution if possible and applicable) with an emphasis on avoiding risk, peace of mind and suitability)

Very simple! You can't do part 2 until you have done part 1 and nobody sells anything (with any measure of success) until they get to part 2.

Get enough quality leads (7-10 per week) to do part 1 and part 2 over and over again every week. Do this for two years and tell me if you are not a successful annuity salesman with lots of money in the bank, happy clients, and a lifestyle that no cubicle could ever offer.

It's going to be a great year!

Anthony R. Owen

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Your Marketing Year

Three tips:

- **Radio** is a killer lead generator and it allows you to be an expert. Image building and becoming s local expert.
 - **Internet leads:** Buy all you can afford, fresh, exclusive and they work.
 - **Retire Village:** Balance out your database with this excellent tool, give value to build relationships
-

Radio, Internet, Retire Village: Do these three things and you will increase sales, have more spendable income and take more and better vacations.

Here are some simple guidelines for a **successful marketing year, follow these numbers as a goal and your life will be improved.**

Here are the numbers:

- 10 leads per week.
- 3-4 appointments with new clients every week.
- 2-3 appointments for repeat sits.

All leads should meet the following criteria:

- The prospect should know that you are going to talk to them about an annuity before you call them.
- They should be able to identify your brand and know how they became your prospect.
- They should be exclusive. No other agent should have the same lead.

It really is this simple. Repeat weekly and you will be a multi, multi-million dollar annuity salesman.

Does this sound like Home Office dribble?

In fact it is not, it was a business plan given to an agent who has always been under \$2 million in sales per year. This agent has been with our crew for years and could never seem to break through.

Last year he committed to this simple approach and in 2012 he paid for **\$5 million**. (his biggest year ever)

Simple and easy to do....well.....a simple plan but you have to commit and you have to do it week after week after week.

Let's look at the numbers:

10 leads a week at an average of \$120 per lead	\$1200
Working 45 weeks a year means	
annual marketing commitment would be	\$54,000
(I blended available lead sources and cost)	

450 leads a year generated \$5 million in sales

\$5 million in paid premium @7%

\$350,000

Remember in 10 years 40% will rollover
40% or \$5 million equals \$2 million
\$2 million @ 7% equals

\$140,000

That is the real **power of our business**....sell this year and set up a **monster renewal account** for yourself and your family when you want to slow down.....(don't tell the stock brokers our secret)



Ready or not....here come the Professionals.

Big time lead generation and professional lead management. Our new marketing partners are well experienced in lead generation, site management and dealing with agent needs. These folks are pros and they can solve your lead problems.

Your new marketing partners are:



Kevin Dufficy

Kevin Dufficy has over 20 years of experience building and managing start-up companies. After starting his career in Venture Capital in Bangkok, Thailand, Kevin moved to Paris, France in 1991 where he started Norwest Industries, an industrial

chemical manufacturing company that was successfully acquired in 1999 by GEF Chimie. After moving back to the U.S., Kevin founded Local Lead, an early adopter of local search marketing for small businesses. In 2004, Local Lead morphed into Bay Harbor Marketing, a lead generation company focused on the financial services sector. Under Kevin's leadership, Bay Harbor developed a sophisticated technology platform managing all aspects of the lead generation process and was acquired by Adex Media, Inc. (OTCB: adxm) in August 2008, where Kevin took on the roles of Chief Marketing & Technology Officer. Presently, Kevin is a co-partner in Harvest Blue Partners, a consulting firm specializing in building marketing and technology platforms for small to mid size Internet companies. Kevin holds an MBA from the University of California, Berkeley as well as a Masters in International Business / Finance from HEC, the leading French business school.



Allison Hopper

Allison Hopper Skinner began her career in the financial arena. As a Series 7 and 63 licensed representative, she helped run Initial Public Offering and Secondary's for Donaldson, Lufkin & Jenrette (now Credit Suisse) in their San Francisco office. She later parlayed her financial sales experience to the center of the dot.com boom. Working for Cnet in their client acquisition group and then NBC Internet, she found a knack for the business of online marketing. For the past 10 years Allison has utilized her skills in a more 'hands-on' consultative and partnership level. In 2005 she became a partner at Bay Harbor Marketing, the leading provider of Internet marketing solutions for financial advisors. In August 2008, Bay Harbor was purchased by Adex Media (OTCB: adxm). Presently, Allison is a co-partner in Harvest Blue Partners, a consulting firm specializing in building marketing and technology platforms for small to mid size Internet companies. Allison graduated high school from Pomfret School in Connecticut

and later with honors from Hobart & William Smith Colleges. Allison is an avid mountain biker, skier, tennis player and mom.

How is that for being in the hands of Professionals?

Email them:

kevin@annuity.com

Allison@annuity.com

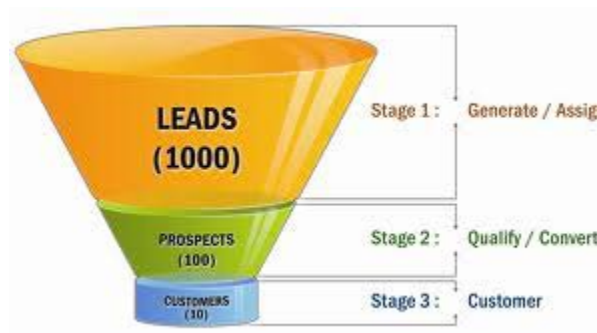
For now if you could just use email until the lead system is finished next week...much appreciated.

Just click....(ctrl click)

www.annuity.com

Come take the tour.....Kevin will show us around

Next week we will show you how to order leads, set budgets, set perimeters and how to harvest sales from these leads.



We have leads available (3 sources) and we have appointment setters. Call any of us for additional details.

Call us for our recommendations for Appointment Setters.
BB



Sheryl Moore Links

<http://insurancenewsnet.com/article.aspx?id=304998>

<http://www.sheryljmoore.com/2011/11/is-the-annuity-your-client-purchased-bad/>

<http://www.annuitydigest.com/blog/tom/sheryl-moore-fixed-indexed-annuities-and-sec%E2%80%99s-proposed-rule-151a>

<http://www.sheryljmoore.com/2011/01/response-the-safety-trap-a-k-a-my-52-point-correction-to-lisa-gibbs/>

<http://www.sheryljmoore.com/2011/04/response-equity-indexed-annuities-investor-friendly/>

<http://letstalkretirement.com/think-you-know-what-fixed-indexed-annuities-are-all-about-16-things-you-probably-dont-know-about-fias/>

<http://www.sheryljmoore.com/>

<http://www.sheryljmoore.com/2011/11/is-the-annuity-your-client-purchased-bad/>

<http://www.sheryljmoore.com/2011/10/indexed-life-insurance-gets-sexy/>

Safe Money video

<http://www.youtube.com/watch?v=3O-RIYfaLU8>

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MADED

Market all day every day