



.....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.

Words of Wisdom

“Life is too short to drink bad wine”

“Life is a Cabernet my friend”

“In came wine, out went a secret”

“Life and wine are very similar---chill for best results”

“A meal without wine is called breakfast”

Numerous authors.....

Open MIC today is about leads and changes coming to our lead program, but first a couple of discussion issues from emails this week....BB

What is our current rate of inflation? Here is some info.

Current Consumer Price Index (CPI-U) 232.773
Current Inflation Rate 1.47%
Released April 16, 2013 for March 2013



Hyperinflation in Germany in 1923, man going to buy bread.....



HOT HOT Mutual Funds!

Familiar Headlines

- **Last year, xyz fund returned 21%!**
- **The hottest fund in America!**
- **We beat the market!**

We have all seen these ads, they are common and they are based on “past performance”

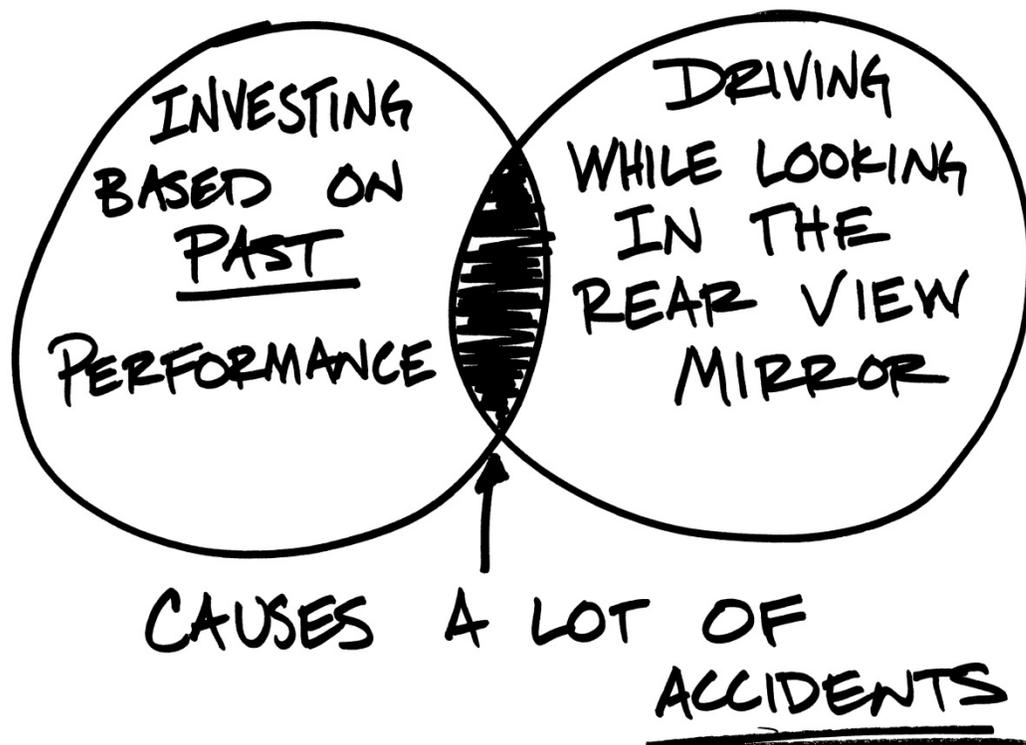
Hot mutual funds. If you base your future decisions on past performance, math must be considered.

Assume a mutual fund earned 21%, new investors flood in, what is the asset to investor ratio then?

Simple math would show you that $100/10$ is 10....current investors.

$100/20$ is 5. ...with added new investors

Long term Hot Mutual Fund Returns is almost impossible to maintain, I was going to say completely impossible but hedged a small bit...An accurate overview would actually show it is impossible....BB



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From our friend Carl Richards at www.behaviorgap.com

Ed has regional training classes, worth attending and learning about IRA's, here come the Baby Boomers!....BB

Great source for IRA information

<https://www.irahelp.com/iraUpdates.php>

Ed Slott and Company's IRA Updates feature the important breaking news in the IRA world. Whether an important tax law was just passed or a revenue ruling was handed down, YOU will be the first to know by signing up for these FREE e-mailed updates.

Pretty soon the SEC will be inquiring about what we put on our breakfast toast. I am all for compliance and being responsible, but the level of government intervention in our lives seems to be increasing, do you feel that way or is it just me?....BB

The many perils of munis

http://www.investmentnews.com/article/20130512/REG/305129977?utm_source=issuealert-20130512&utm_medium=in-newsletter&utm_campaign=investmentnews&utm_term=text#

The **Securities and Exchange Commission's** announcement last week that it was **charging Harrisburg, Pa., with securities fraud** for making misleading statements about its financial condition not only should serve as a warning to municipalities to watch what they say but to financial advisers who are active in the municipal bond market to watch where they invest.

**We have leads available in KS, MD,DE, LA,
parts OH, HI, MS, IN, IA, MO, parts MI**

**Meet Katrina Pearson, your new
Annuity.com spokesperson**



See her at our new **“annuitycom”** channel on **YouTube**

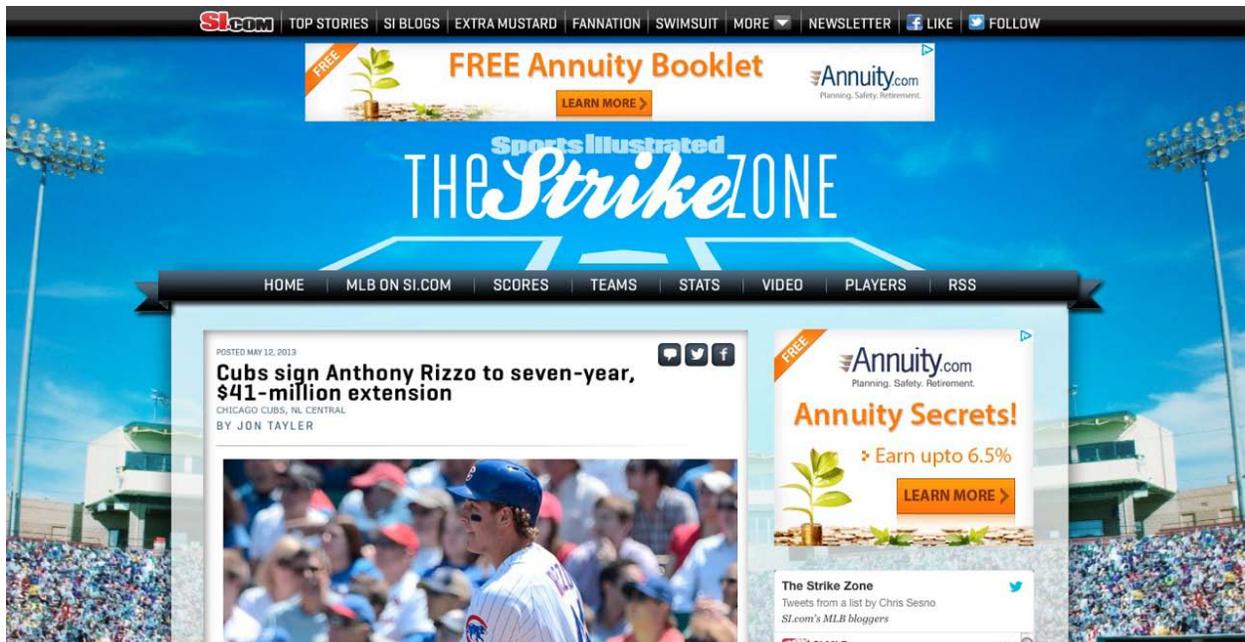


<http://www.youtube.com/watch?v=h89BIToyQJA>

How would you like to use this (and 6 others) for direct marketing to your database? It will soon be an available marketing option for you....just another way to find the prospect!

How about some help, grab this link, check “like” on the YouTube channel, copy url (or share) and add to your personal Facebook account...thanks!

Annuity.com makes it to Sports Illustrated!



(maybe swim suit issue next year!)



Lead Changes....Effective May 21

- **Price Reduction**
- **Added Benefits**
- **Quality Improvements**
- **More Leads**

We have a big change in our lead system and improved pricing.

First of all thank you all very much for being so patient, leads are now flowing and we can begin to provide you with enough lead flow to make a difference in your marketing.

A word of advice, never depend on just one source for leads, *it takes a village to raise an annuity agent!* Use several sources to help balance out your marketing needs. *(Don't forget our life leads, call Shaun for info)*

We have always attempted to price our leads at cost, none of us have ever looked at our lead system as an income center, instead we consider it an aid to agents and to help us all sell more annuities.

That said, we do have a change in our approach and our pricing.

Our focus is on scrubbed leads, leads that we have talked to the prospect, ascertained their interest level, obtaining for you the highest possible leads we can. We make sure they are actual annuity prospects, their annuity interest level, and their timeline, the amount they are interested in investing and if they are willing to speak to an agent. Any lead we speak to who will not talk to an agent is dumped, thrown away.

100% of all leads are phone verified!

Plus the **HOOK**, we always look for the hook for you.

This system is an entirely outsourced system for you. This is an expensive and thorough process, but we are 100% committed to providing. Our crew price for scrubbed leads is \$165; you must get this pricing code through your marketing advisor, Joe, Anthony, Chad, David or me.

If you are only interested in leads and have no interest in our crew approach, the price is \$195. The exact process for scrubbing is the same; we are offering the leads at our cost basis for those writing with us.

Here is the change.

\$59

Our premium (branded Annuity.com) leads will be lowered to **\$59** for crew members. Yes, I did say **\$59**. Here are some of the features for our branded and premium leads:

- Exclusive, as always, our leads are only sold once
- Data verified, address, zip code etc.
- Phone verified

- All leads flow through our website, landing pages or marketing logo.

Q. Why don't we just scrub them all? Simple, lead flow is dependent on lead movement, leads have to come in and go out. If we cannot reach the prospect by phone in One hour, they automatically flow to the \$59 lead.

We do not queue up our leads for future calling; they are called and moved on either scrubbed or non-scrubbed.

These are the same leads we scrub for you. The good news is they are growing in volume and we can help you with more leads.

If you are not writing business with us, the price is \$65 per lead.

How can we sell them so cheap? Our marketing is expanding and we manage our costs.

Is there a catch? Yes and no.

In some areas we may require you purchase leads a little further from your desired marketing area, not in all cases, but in some. Kevin and Allison can help with these details.

We have written new software to minimize this for you, but during the changeover there could be a few leads a little further than you might wish to market. But at \$59 for exclusive annuity.com branded leads, cheap! You may have to work a few my phone, so????

Crew: \$165 we scrub, \$59 you scrub.

Non Crew: \$195 we scrub, \$65 you scrub.

As always, in areas where we have a crew member using leads, they have priority over non crew.

Plus, there is more. In the next few months, the geographic area you choose will be refined, so that your marketing needs are better matched up with our lead delivery. Lots of new refinements and new additions planned.

Retire Village Changes: Also included in the lead system changes is this, if you wish and you are a member of Retire Village, the leads flow automatically to your database, so even a lead who may not wish to purchase an annuity today will be kept warm for you. (see Joe Rych for details).

Generate Leads and Sales with Our Spaced Repetition Drip System

I learned the True Value of Spaced Repetition
from my daughter.....

DADDY, DADDY, DADDY, DADDY, DADDY You get the picture....

Spring has sprung at Annuity.com



Greetings from Annuity.com!

As we launch into Spring, we also launch into new and improved media campaigns! In the coming weeks we will be running our next set of television ads. These ads will be running in different areas throughout the county. To see our commercial [Click Here](#)

We've seen some promising results from our initial testing and are ready to ramp up our efforts. What does this mean for you? More leads...some leads...your 1st lead! We know things have been slow but we are working on it!

We continue to refine our lead process to bring you the highest quality leads in the industry. We are on the cusp of a new era at Annuity.com and are looking forward to building this program with you.

We welcome your feedback and thank-you for your continued support of Annuity.com.

Regards,

The Annuity.com Team
Email: admin@annuity.com



Big Truck Partners

Q: How important are the details the call center supplies with the leads?

Anthony R. Owen

Annuity Agents Alliance, Co-Founder

Annuity Innovation Systems, LLC, Vice President

Annuity.com, Annuity Marketing Consultant

Eagle Shadow Financial, LLC, Vice President

Office: 303-284-3582

Life Insurance:

They say you buy life insurance for one of two reasons, you either owe someone or you love someone.



\$22

Speaking of leads, Shaun has life insurance leads!

Email tony@annuity.com for more information.





Over the years I have presented you with numerous marketing opportunities and sales ideas.

This one is killer. Free and effective.

I spoke of this last week, this is powerful, feel free to take advantage of our brand, become a blogger and cross sell to your database!

Your bio and photo will be on your blog for your database to see. We will list your blog under SEO for content management and your website will be linked at the bottom of the article.

You can ride our power brand to lead marketing for yourself....free!

Our friend Jed Mayfield in Tucson just posted his first.

http://www.annuity.com/annuity_blog/blog/welcome-to-the-age-of-safety-in-retirement/

From last week:

Here is a free marketing offer for you....let us help you become an author and be seen and read by 1000's and at the same time market to your own clients and RV database.



Here is an offer you can't refuse.....How would you like to be a contributor (sorry crew only) to the blog on Annuity.com? If you write a blog entry and send it to me, I will help you edit it and get it published.

The advantage to you is enormous, I will put your photo, and your bio and a link back to your RV page so you can **re-market** to your own database.

You will be listed as the author and you can use the blob for your personal marketing. Think of the marketing exposure with your database on RV, use it for your off week drip.

Here is a recent blog I just added....

Feel free to use this blob with your clients and prospects....BB

http://www.annuity.com/annuity_blog/blog/earn-10-plus-with-an-annuity/

We Recommend:



Spots are running.....leads....sign up!

Here is the YouTube link:

<http://www.youtube.com/watch?v=sGQToDarkIU>

Scrubbed Leads Description

We offer leads who have previously responded to financial advertisements such as TV or the internet, these leads are attacked due to the message and our brand, Annuity.com. In other words, we know that the lead has inquired about annuity or other financial products.

When a lead is scrubbed the prospect is given the name of the agent who will be contacting them. The type of data that is collected for the agent is the following:

- The prospect is given your name
- The type of annuity they are interested in
- The amount & location of their money to invest

- Their time frame for a potential annuity investment
- The best time they can be reached by phone
- Any additional information / notes we are able to gather...

Leads are delivered in real time.

Lead Volume test ~ Each area is individually tested so that we can reasonably predict the number of leads you should receive. Until your area is tested you may receive more leads than you expect.

Leads are then distributed on a round robin basis if there is more than one agent signed up for leads in your area with producing agents having priority.

The travel distance to the lead address is determined by the geographical broadcast area of the TV or Radio station. However, the majority of the leads will be within the highest density population areas.

You can sign up for leads at: Sign up for leads at:

<http://www.annuity-admin.com/agents/index.php>

www.annuity.com/agenttools

If you are not using this "Free" resource you are missing out....did I mention it is free?

There is a ton of info here, it requires no password and it is up to date information.

Disclaimer:

My opinion or numerous sources compiled by me

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