



**Open MIC is open for anyone.**

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

**Questions?**

**Anthony Owen at [Tony@annuity.com](mailto:Tony@annuity.com)**

**\*\*\*\*Everyone has a photographic memory, some just don't have film.**



Our friend Jerry Baxter shared this with us.....Funny Senior Humor

**85%**

Percentage of mortgage owners in Nevada who owe more on their mortgage than their home is worth, according to real estate information service Zillow. It's the highest rate in the nation.

# Editorial



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**“Resolve and Determination are not the same thing.”**

Bill Broich

I had a call from an agent who has been in our crew for about a year. He was notifying me to my face that he was leaving us because our leads didn't work.

I visited with him for a few minutes and wished him well. I immediately signed his release and he was on his way.....as an afterthought I asked him a few questions of which he was more than happy to explain and visit with me about “our” issues.

- **“Joe, which of our lead systems did you use?”** Radio and Scrubbed leads.
- **“For how long were you a radio host?”** 2 months. I made a couple of sales but most of the people who called the show were not interested in annuities.
- **“Joe, why did you quit after only 2 months?”** I couldn’t make enough sales and people just weren’t interested.
- **“Joe, did you try our “scrubbed” leads?”** Yes, I received 15 and never made a sale and it cost me \$3,000, a complete waste.
- **“Joe, why did you quit after only 15 leads?”** Because the cost was high and the sales results were nothing?
- **“Did you use our “Safe Money” book? No. ‘Why?’** The cost was too high, 100 books for \$450 is too high for a paperback.
- **“How about Retire Village? Did you enter your prospects and clients?”** No, I figured at \$50 a month that it was too high and too much for a personal website, my new FMO will give me a website for free.

I feel very badly for Joe, not because he left us but because I had failed to explain our systems in a manner that he would understand and embrace.

On the other hand....I am not his mother and he was using one of the oldest excuses in the book to leave us....



**The grass is always greener.**

In today's **Other Side of the Table** is information about our **DRMS** lead system

Bill





# Crew Share

**Email me... ([bbroich@msn.com](mailto:bbroich@msn.com)) your sales success and experiences and share with the Crew....will always be anonymous.**

## A Few Comments from Emails This Week about Leads and Selling Experiences....Both Good and Bad

**(From 11 emails)**

- Excellent article and excellent commentary. Very right on, and very useful. Thank you for sharing.
- Guys, your comments on product last week is very much appreciated
- Bill, can you do a piece on reverse mortgages?
- I have found a lot of prospects who only want bank products like CDs...any ideas how to interest them in annuities (I am screaming!....BB)
- Bill, wanted you to know I made my first sale because of Retire Village, they called me, \$50,000
- You seem to quote Porter Stanberry a lot, I think he is generally way off.

# Hot News and Other Helpful Info

- **STOLI Scam article:**  
<http://insurancenewsnet.com/article.aspx?id=258360&type=financial&inl=1>
- **Jackson Nation Variable Annuity sales causing issues article:**  
<http://www.investmentnews.com/article/20110515/REG/305159977/-1/INIssueAlert01>
- **Gold Article:** <http://www.investmentnews.com/article/20110515/REG/305159995/-1/INIssueAlert01>
- **Hedge Your House article:**  
<http://online.wsj.com/article/SB10001424052748704681904576321550230318740.html?>





# “Big Truck” Sales Tips

**Chad and Tony Owen**

**A weekly annuity sales tip**

**Sales Tip:**

**How to Turn Summer Blues into Green!**



**FYI...just to clear up a couple of inquiries...I like Porter but I **DO NOT** always agree with him....please decide for yourself....his view is generally interesting but it is just that....his view, I do not check his sources....BB**

## **From Porter's Newsletter...**

The Federal Reserve has it nearly impossible to make a living off your savings (or compound them safely). Thanks to the **Fed's manipulation of interest rates**, anyone who chooses to simply save money is going to lose a lot of value.

The Bureau of Labor Statistics announced the latest Producer Price Index numbers this week. They showed **prices have risen 6.8%** over the last year. Savings accounts are paying **less than 1%**.

So if you had \$1 million in the bank, you lost roughly \$50,000 in value last year. You'll go broke fast if you can't earn at least as much as inflation on your savings.



**We talked about Absolute Return funds a couple weeks ago, here is an update...BB**

# Absolute-return funds raise questions of risk

By Jessica Toonkel

May 15, 2011 6:01 am ET

They are being positioned **as a way to manage risk**, but the push to sell absolute-return funds following the market crash has some advisers and mutual fund executives worried that investors are being **misled**.

Fund executives and advisers worry that these funds, which use an array of financial instruments in an **attempt to produce positive results** in all market conditions, imply a type of guarantee when there is none.

“There is a **growing concern** at our firm about the term “absolute return,” said William Glavin president and chief executive at OppenheimerFunds Inc., in a panel discussion at the Investment Company Institute's general membership meeting, held earlier this month in Washington. Specifically, Mr. Glavin said, he is worried that investors will **interpret the name** to mean that they **“absolutely can't lose money.”**

“These products are being **pitched as a simple story** to tell investors, but it's not that simple,” the fund executive said. “Firms are worried about what the impact will be on the industry when these funds disappoint investors.”

That hasn't stopped the industry with coming out with new funds. Of the 37 retail absolute-return funds, 27 have come to market since early 2008, according to Morningstar Inc.

Advisers have been scratching their heads, trying to figure them out.

**“‘Absolute return’ is a really good example of a term that no one knows the meaning of,”** said R. Alan Moore, a financial planning analyst with Kahler Financial Group, which has \$150 million in assets under management. **“It's a catch-all phrase for anything that isn't fitting into another asset class.”**

The increase in such funds is a direct result of a **newfound appreciation of risk**. Once considered too arcane to discuss, the subject of risk is now front and center — with crash-scarred clients often bringing up the topic themselves.

“We used to have a lot of clients who would just nod their heads when we talked about risk,” Mr. Moore said. “Now they are like, “Oh that's what you were talking about.””

The market meltdown and subsequent market volatility have taught clients that equities aren't the only asset class subject to market risk, advisers said.

**“We had a client who was 85% in fixed income and lost 60% of his portfolio in 2008,”** said Timothy Knotts, a principal with The Hogan-Knotts Financial Group, Inc. **“It was shocking.”**

As a result, advisers are able to have much more candid conversations with clients about the possibility of large portfolio losses, advisers said.

Before the market downturn, Mr. Moore would take clients through what-if scenarios that were only moderately bad. “Now we focus on the worst-case scenario,” he said.

Alice King, chief executive of Wine Country Wealth Management LLC, has been an adviser for only about a year, but she makes sure to speak to clients about how much they stand to lose in dollar terms.

“I don't just say that your portfolio could drop 30%; I put it in dollars,” she said.

**(Here is a quote from the article that sort of says it all to me, how long have these creeps been misleading the public? What is the SEC for? What is FINRA for if not to protect the public from these marketers....BB)**

**“Risk has come out of the closet.”**

With a growing number of baby boomers entering retirement, the conversation about risk in client portfolios has become as prominent as talk of expected returns, said Tracey Flaherty, senior vice president of government relations and retirement strategy at Natixis Global Associates.

More advisers are putting together “risk budgets” with their clients to determine what their tolerance is and their portfolio allocation should be, Ms. Flaherty said.

Finding the products to help increasingly risk-averse investors has gotten more complicated, since fund companies seem to be launching some type of principal-protection fund or absolute-return fund every week, executives said.

*E-mail Jessica Toonkel at [jtoonkel@investmentnews.com](mailto:jtoonkel@investmentnews.com).*

**Gee...I have a wonderful solution to all these advisors concerns and worries about a “**risk adverse**” portfolio....I think their name is .....**annuities**.....**BB****

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**Rolling Stone Magazine has a solid article about Goldman Sachs....worth the time to read...our clients will ask questions....great way to be informed...**BB****

**Here is the start of it....link and whole story at bottom...**

# **The People vs. Goldman Sachs**

A Senate committee has laid out the evidence. Now the Justice Department should bring criminal charges

May 11, 2011 9:30 AM ET

They weren't murderers or anything; they had merely stolen more money than most people can rationally conceive of, from their own customers, in a few blinks of an eye. But then they went one step further. They came to Washington, took an oath before Congress, and lied about it.

Thanks to an extraordinary investigative effort by a Senate subcommittee that unilaterally decided to take up the burden the criminal justice system has repeatedly refused to shoulder, we now know exactly what Goldman Sachs executives like Lloyd Blankfein and Daniel Sparks lied about. We know exactly how they and other top Goldman executives, including David Viniar and Thomas Montag, defrauded their clients. America has been waiting for a case to bring against Wall Street. Here it is, and the evidence has been gift-wrapped and left at the doorstep of federal prosecutors, evidence that doesn't leave much doubt: Goldman Sachs should stand trial.

This article appears in the May 26, 2011 issue of Rolling Stone. The issue is available now on newsstands and will appear in the online archive May 13.

<http://www.rollingstone.com/politics/news/the-people-vs-goldman-sachs-20110511>

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## Hello Partners

Why are VA's at risk to the benefits they provide to their policy holders?

It has to do with taking money vs. holding money. When an insurance company sells a **VA they take a client's money and give it to someone else** (usually the mutual fund sub-

accounts).

Therefore, the only way they can make money is to **charge a fee** on the money as it "passes through their hands". If the benefits they offer are too great then the fees they charge will not cover the cost of the benefits. A compounding problem is that the general account is exposed to risk. If a client deposits 100K into a VA but then that account is decreased to 50K due to market losses then the guaranteed benefits remain the same but the fees are reduced by 50%. (i.e. a 3% fee on 100K is \$3,000 and a 3% fee on 50K is \$1,500).

When an insurance company sells a FA or FIA not only is the principle guaranteed but the insurance company holds on to the money. They assume the risk of investment but the principle is always "in their hands" and always available for them to make money. For this reason they are able to provide higher guaranteed benefits with little or no fees.

VA's can not only be risky for their policy holders but also risky for the companies that sell them. VA providers run a much bigger risk than FA providers do when offering guaranteed benefits to their policy holders. A competitive insurance environment like we have today gives carriers even more reason to toe the line on offering VA products that may not be sustainable. The only way VA products work for the insurance carrier is if the average account value stays close to neutral or positive. Major collapses in the markets can make these product offerings a significant liability for insurance carriers as we saw in 2008.

<http://www.investmentnews.com/article/20110515/REG/305159977>

I am back from vacation. Thanks for the break!

**Anthony R. Owen**  
**Vice President, Eagle Shadow Financial, LLC**  
**Co-Founder, Annuity Agents Alliance**  
**Marketing Advisor, Annuity.com**

**Office: 303-284-3582**



## The Other Side of the Table

.....it's all based on your view.....



Sometimes it is how you look at things that can make the difference.  
The other side of the table is all about that....how you look at things!

Which side of the table is your lead and marketing program? It is all in how you look at it....



**Is your marketing focused like this?**

**Leads**...we all need them and there are tons of leads available, internet, radio, direct mail, referrals and many other forms of advertising. Leads really aren't the problem, the real problem is marketing. Marketing is the key, leads are merely the byproduct of marketing.

You need three basic things to become a marketer and not a lead glutton:

- A lead source (numerous sources)
- A method to make the sale (fact finder and need based)
- A mechanism to manage the leads until timing is right (Retire Village)

Manage your business and guarantee your future success....

# Direct Response Marketing System

## DRMS



Our new leads system isn't really new; it fits hand in glove with our **"Scrubbed"** (SL) lead system that is working like a charm.

**SL** leads are high quality and agents love them because they work, the only problem is there are not enough of them to go around.

The problem with **SL** leads is there just are not enough to go around so we decided to add additional lead "sources" to the program.

The leads from these sources are then 'scrubbed' and sent on to the agent. Just like **SL** leads, you will have a prospect who is

interested in annuities, you will know where the lead's money is located, what type of annuity they are interested in and all contact information.

**Plus**

The leads will be expecting your call.

**Or**

We will also make the appointment for you if you wish, easy to do since we are already on the phone with the prospect. These leads can be targeted to a more precise geographic location and will be more abundant.



The lead source provides a lead flow; some leads are never reached and are discarded. Some leads are scrubbed and an appointment is set and some leads are to be contacted at a later date, the prospect just isn't ready at this time (timing leads)

- All conversations are recorded and kept for a reasonable amount of time.
- The prospect is contacted to determine their interest level in annuities and their time frame for considering an annuity.

## Leads fall into 3 categories

a. **Drop dead leads**: thrown away and are removed from database

b. **Timing leads**: those who will be sent information and have expressed an interest in learning more in the future. To receive the information, an email must be provided. An excel file is provided monthly to the agent.

A thank you email is sent immediately explaining that occasionally information may be available that has benefited others.

The lead is added to the agents **RetireVillage.com** . A photo and bio of the agent is sent to the “Timing Lead” to begin the relationship with the prospect.

c. **Scrubbed leads**: All information is gathered and the lead as a scrubbed lead is forwarded to agents office ASAP for agent to begin appointment setting.

**Here is an example of a scrubbed lead:**



## Sample Annuity Lead

Lead Date: 09/22/2010 9:50 AM  
First Name: John  
Last Name: Smith  
Address: 289 Jones Street  
City: Calistoga  
State: California  
Zip: 94515  
Email: John3333@ gmail.org  
Phone: 707 555-1212  
Gender: Male  
Investment Money Available: \$100,000 +  
Household Income : \$50,000-\$75,000

**Comments:** Prospect has \$300,000 available for an annuity. Interested in income in 2-3 years with a focus on safety. The funds are in a 401 (k) and will move it to an IRA. Says he understands annuities and is interested in specifics. In the past 2 years his account has decreased in value, worried about safety and security. Wants rates on a 10 year income annuity for his wife. Please call.

## The two things which make our leads the **envy of the industry:**

1. The lead has requested information **about annuities** and nothing else. (no gimmicky giveaway gift)
2. The lead is **expecting a contact** from a licensed insurance salesperson.

The pricing is slightly different for these leads and the exact amount of leads is always a guess.

The leads are sold in units of **\$1,500.**

You may order 1 unit or 10, it makes no difference.

Based on a long history and 9 years of records we estimate that:

Each unit should provide **8-10** sit down appointments with qualified people who have an interest in annuities, are the target market age group (above age 55) and have the funds required. (see lead above)



In addition to the scrubbed leads and appointments set, we also estimate you will add **15** “**Timing Leads**” to your **Retire Village** drip for later appointments.



## **Retire Village**

An added and **no cost option**....if you prefer....we will also set the appointment for you.



**“Service Center”** Included...You will have your own support helper to assist in ordering, managing and “solving problems”.



Call Joe at 425 486-5575 for more details



These leads are **QPR** certified.

Our Guest today.....



Annuity.com  
Partner

## Kris Montierth

Kris and her crew are true professionals; they will “scrub” the leads, drill for information and do everything in their power to give you an advantage.

Kris says “I am happy to announce our Marketing Partnership with Annuity.com.”

And so are we.....Bill



## Dead Wood

**Set standards for who you will do business with and whom you won't. You should make the rules. BB**

## **Letting go of clients who don't measure up**

Just about all salespeople spend too much time with people who will never be a client or certified prospect. We all have them and we have all made those mistakes, just learn from it.

Few advisers establish client minimum guidelines when they are just starting out.

Learn that lesson yourself; there is no substitute for fresh prospects and no substitute for “gleaning” out those who will never be prospects.

Not only is Dead Wood expensive but it is also mentally negative. Just looking at a name week after week when you know that there will never be a sale is extremely painful.



**Cowboy Up or Cowgirl Up ..... clean out the losers!**

Betty and I did it once and it was painful....but the minute I through those 900 records in the dumpster I felt liberated. You will also.

# Disclaimer:



**I guess I should start adding a disclaimer, so here goes. I get information from many sources, print, internet, agent gossip and other media. I always try and provide the original source or the link but my note taking habitually is lacking.**

**Much of the content on Open MIC is written by me and is my personal opinion. You should never consider that I am the world's greatest authority or expert on anything (other than fixed annuities). Always consult professionals who are licensed to give correct advice regarding taxes and securities and other topics of great importance.**

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**I am an authority in lead generation and marketing annuities and am fully licensed as an insurance salesman.**

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Bill Joe and Dave on Vacation