



.....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.

HELP WANTED!



AGENT RECRUITER: Location to be determined based on qualified applicant.

Please submit a resume and proof of production to tony@annuityagentsalliance.com.

- Phone sales and cold calling skills are a must.
- Willing to handle high volume of inbound and outbound calls.
- Must have high level of ambition, energy, integrity, and dependability.
- Six figure earning potential.
- Annuity product info and industry knowledge a plus. Will train otherwise qualified applicant.
- Work from home possibilities.
- Applicant can also sell annuities as long as business goes through us.



9-11-01 was 12 years ago, we will never forget, our small volunteer fire department in Grapeview had this sign on the front door. And as it has always been: United we stand.

It's Open MIC Time!

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

Words of Wisdom

"You never know how big the rock is in the other guy's boot".....Numerous

401(k) Plans with Highest Average BrightScope Ratings (by Industry)*	
Industry	Rating
Law	82.75
Utilities	77.32
Mining	77.10
Technology	75.33
Airlines	74.65
Professional/Scientific	74.33
Business/Finance	73.58
Manufacturing	72.54
Automotive	69.93
Wholesale Trade	69.26
Information	69.17
Management	68.51
Arts/Entertainment	67.68
Health/Medicine	66.98
Other Services	65.20
Transportation/ Warehousing	65.78
Construction	65.72
Real Estate	65.66
Education, 401(k) only	65.64
Waste Management and Remediation	63.83
Agriculture/Forestry/ Fishing/Hunting	57.50
Retail Trade	57.06
Hotels/Food Service/ Casinos	54.38

*Plans with ≥\$100 million in assets.
Source: BrightScope, September 2013.

401(K) FEES UNDER ATTACK –

401(k) plans with underperforming investments and high fees may be facing a higher risk of class-action litigation nowadays, thanks to a couple of court cases. The U.S. Supreme Court had opted to limit class actions in 401(k) litigations but over the past few years, there have been at least 30 lawsuits against 401(k) plans alleging fees were too high.

I wonder, is there a relationship between education and fees?....BB

Financial Literacy

A Genworth Financial survey says **52%** of Americans gave themselves an A or B grade on their saving and investing knowledge, while giving other Americans a failing grade of D. The survey found that 97% of the survey respondents agreed on the importance of financial literacy, but 88% felt they did not have enough. In addition, 58% of the survey respondents blamed the lack of financial education as a top reason why pre-retirees don't have enough money saved for retirement.

Full Fed ahead or not?

The Fed is hoping to taper back without causing a market tantrum by telegraphing its intentions to **pare back its monthly purchases of \$85 billion** in bonds. The scale of the tapering and what Fed Chairman Ben Bernanke might say at his press conference are key, but the steady messaging in the last few months means next week probably won't see carnage in the markets. Investors have already done a lot of work in absorbing the Fed's message.

Retirement Option

Retirement may no longer be practical given that the average lifespan for a 65-year-old is now 82 years for men and 85 for women. **Most people, even those who are quite affluent, will run out of savings well before death.** Source: Virtual Assistant

And then?

Advisors Overwhelmed by Marketing Pitches

According to a new report from Practical Perspectives, the typical advisor receives **50 to 100 different marketing and sales contacts a week** in various formats. Additionally, the report, "Communicating with Financial Advisors—Insights and Opportunities 2013," found roughly one in three advisors indicate they actually receive significantly more communications. Goodness, sounds like **"Death by E-Mail!"**

On a personal note, I would estimate I get 4 calls a week from marketers asking me for my contracts. And at least a couple hundred emails a week. You?

I had this up last week, please take a second look, this is a hot deal....BB

Honor Copyrights



Here is a terrific guide to Social Security from Boston University, be sure and download it.....email BU about copies to provide for your clients and prospects. “The Social Security Claiming Guide”

The ***Social Security Claiming Guide*** is available for \$2.15 each (10-99 copies) or \$1.50 each (100 or more copies), delivery included. The *Claiming Guide* brochure is available for \$1.55 each (10-99 copies) or **\$0.95 each** (100 or more copies), delivery included. To place an order, please contact Amy Grzybowski at amy.grzybowski@bc.edu or 617-552-1677.

http://crr.bc.edu/wp-content/uploads/2011/08/claiming-guide_-070713.pdf

The Baby Boomers are retiring, Social Security Information is hot! Use this fabulous piece as a marketing tool. ALWAYS respect copyrights, the guide is available CHEAP and freight is included.

One of the best handouts to come along in a long time.

BB





Big Truck Partners

Follow link for complete article, LifeHealthPro is a solid resource....BB

How to explain annuity surrender charges to avoid complaints

<http://www.lifehealthpro.com/2013/08/27/how-to-explain-annuity-surrender-charges-to-avoid?>

John L. Olsen
AUGUST 27, 2013

Surrender charges are the single most cited factor in annuity complaints. Many — too many — agents gloss over these in their sales presentations. That's not only dishonest, it's just plain dumb! An annuity buyer who becomes aware, only after the sale, of the impact of **surrender charges** is likely to feel cheated and may file a **complaint**. But when a prospective buyer is told not just how and when these charges will be imposed, but why they exist in the first place, he or she will often happily consent to these charges.

I have a simple method of explaining surrender fees. Once I have **completed a fact finder**, presented my close I always reaffirm the benefits annuities can provide then I say.

“Mrs. Jones, if you want to enjoy the benefits annuities provide, you must allow the insurance company to hold your money.”

I then review the surrender penalties and her options for accessing her funds.....BB

Supply of VAs with GLBs projected to hit \$142.7 billion

<http://www.lifehealthpro.com/2013/09/09/supply-of-vas-with-glbs-projected-to-hit-1427-bill>

New research projects an average increase this year in the market capacity for variable annuities of \$18.7 billion.

Cerulli Associates discloses this estimate in a report, “Annuities and Insurance 2013: Balancing Shrinking Supply and Increasing Demand for Guarantees.” The study pegs the average projected capacity of VAs with living benefits of \$142.7 billion in 2013. This compares with new sales of VAs with **optional living benefit guarantees** — among them the guaranteed minimum income, withdrawal and accumulation benefits — of \$124 billion in 2012

Dave and Shaun



Human Life Value Calculator

Also, here are some bvery good vidoes regarding life insurnace:

<http://www.lifehappens.org/videos/real-life-stories-videos/life-insurance-for-individuals-videos/>

<http://www.lifehappens.org/human-life-value-calculator/>

This calculator projects typical lifetime income for someone with the characteristics you provide in the input section, less taxes and expenditures devoted to your own consumption, plus any fringe benefits your family receives from your employer, such as health insurance, and the services you provide around the house. The resulting estimate is an approximate measure of your net financial contribution to your family – your human life value.

Example: Male age 40 earning \$50,000 a year would have a HLV at age 65 of? \$50,000 times 25 years right?

A: **Wrong**....\$2,273,433.....maybe you should have a look!

Life Insurance Information, here is a good source for life insurance and annuity information, 2 links below....BB

Life insurance products pay out an average of **\$1.5 billion** every day in the U.S. By comparison, Social Security pays out an average of **\$1.9 billion** per day. Source: securefamily.org

More from www.securefamily.org

Facts and Figures: The only way to create a guaranteed lifetime income stream in retirement is through an annuity. A 2011 survey shows that only 13 percent of American workers are very confident that they will have enough money to live comfortably throughout their retirement years, down from 27 percent in 2007. 20 percent of Americans' long-term savings – one in every five dollars saved – are in annuities and permanent life insurance. In 2012, American families received \$70 billion in annuity payments. A survey by the Committee of Annuity Insurers shows that 79 percent of annuity owners say that annuities are a safe and secure way to save for retirement and that annuities make them feel secure in times of financial uncertainty. -

\$162,000: Average size of new individual life policies purchased in 2011 Source: ACLI Life Insurers fact Book

<https://www.acli.com/Tools/Industry%20Facts/Life%20Insurers%20Fact%20Book/Pages/RP12-007.aspx>

This would make a nice off week drip for Retire Village....BB

More life insurance information...40%?

Are You Uninsured & Putting Your Loved Ones At Risk?

September Is Life Insurance Awareness Month.

About 40% of Americans have no life insurance. LIMRA, an insurance industry group analyzing insurance trends in the U.S., recently found that among men and women, ownership of life insurance policies has hit its lowest level since 2004. LIMRA's most recent study shows 39% of men without even term life coverage, and 43% of women in the same boat.¹

Alarming, the population of married men aged 35-54 who had life insurance dropped more than 10% from 2004-10. Men who fall into this age bracket are usually in or near their peak earning years, and about half of them are fathers.¹

Another alarming finding from the survey: a third of new parents admit they have insufficient life insurance coverage, yet only about 40% try to rectify that problem within two years of the birth of their first child.¹

Is it wise to live without life insurance? No. Is it hard to have a conversation about it? Apparently so.

Many parents would rather talk to their kids about drugs than life insurance. So reports Bloomberg, citing a survey from State Farm released at the start of this month. The poll (compiled by Harris Interactive for the insurer) showed 55% of the 2,000 respondents would be comfortable discussing drug and alcohol issues with kids, but only 38% would be comfortable discussing a life insurance policy. As valuable as life insurance coverage can prove to be, it doesn't appear to be a financial priority: only about a quarter of those polled said they would alter the family budget to accommodate payment of life insurance premiums, yet about half of respondents said they would revise their finances to afford cable TV and Internet services.²

There is no getting around it: a life insurance policy references death. That is why couples and families tend to avoid the subject. (Yes, couples without kids avoid it too – the Harris Interactive poll cited above also discovered that about three-quarters of them don't talk about it.) Yet avoiding the discussion doesn't solve the problem – and a real problem it is.²

If you have no life insurance and pass away, what kind of economic burden will your family have? Beyond the costs of the funeral and/or burial, your family loses income (perhaps its primary source of income) and has no financial wherewithal to meet the money challenges that the loss of a parent or guardian poses.

September Is Life Insurance Awareness Month. Permanent life insurance offers a death benefit plus the opportunity to build cash value over time. There are even tax perks in such coverage: not only are the death benefits from the policy received tax-free, but the cash value has the opportunity to grow tax-deferred during your lifetime, and any loans taken against the policy's cash value aren't subject to federal income tax as they aren't considered cash distributions.³

Underinsured? Uninsured? If certain life events have caused you to think about insuring yourself, check in with an insurance professional before September ends. It represents the right thing to do for you, your spouse and your family.

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Citations.

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This was on the notes last week but not discussed, I feel it is very important, let's quickly review....BB



I added highlighting in red and notes...BB

<http://www.fa-mag.com/news/annuities-find-favor-with-more-advisors-15288.html>

Annuities Find Favor With More Advisors

SEPTEMBER 4, 2013 • BRUCE W. FRASER

When it comes to financial planning, **it's difficult to find guarantees**. Still, that's exactly what lots of **baby boomers are hoping** for today. Though the stock market has made a spectacular rebound since the depths of the economic crisis in 2009, the effects of the crash linger and many baby boomers remain fearful, seeking out steady income.

Those who witnessed their **retirement nest eggs implode** are still viewing annuities and the income guarantees they provide in a more **favorable** light. As they leave the accumulative phase of their lives and put more stress on financial planning, they have more regard for safety and some form of guaranteed income. It's not so much return on their investment as return of their investment, or at least a minimum amount of it, advisors point out.

"Baby boomers are no longer willing to gamble in the market," says Elizabeth Ruch, a CFP licensee and a veteran advisor with Waddell & Reed in San Diego. "They are looking for **guarantees**. At the same time, they like the flexibility and growth in the market and want to participate."

Annuities are filling some gaps in retirement planning, playing a more pension-like role today, providing needed supplemental income for Social Security and dwindling pension programs.

Fixed And Variable Annuities

Structures for both of the primary types of annuities, fixed and variable, have been upended by the post-financial crisis world. **With fixed annuities, guaranteed payments to the owner are set in advance, eliminating most investment risk.** But ultra-low interest rates have forced insurers to offer meager returns.

With a variable annuity contract, however, some of the **risk shifts** to the buyer, and payments vary according to the performance of the underlying assets. The stock market has rebounded since 2009, but that does not calm people's memories of a decade that witnessed two 50% corrections. Before the financial crisis, many insurers offered principal protection guarantees and automatic increases in the value of clients' original investments over time that forced the companies to absorb huge losses and raise additional capital in 2008 and 2009.

Many leading insurers, including **The Hartford and Sun Life, have exited** the business entirely, while others have placed strict dollar-value limits on the amount of variable annuities they sell. The upshot is that today's guarantees are much less attractive to clients than the previous generation of annuities.

This changing environment is forcing advisors to find annuities that must be right for the clients. "Just like any other financial instrument, an annuity should be a proper fit for a client's portfolio, based on their age, net worth, retirement needs and their financial goals," says planner Philip H. Miller, vice president of Asset Marketplace LLC in Wilton, Conn.

Annuities have their proponents and detractors. "It's easy to get burned," warns Larry Luxenberg, a financial advisor at Lexington Avenue Capital Management in New City, N.Y., who has largely avoided annuities for his clients.

(VA here....BB) "Some have high costs," he says. "Some have a **lack of flexibility**. You may have to stay in them for seven years or more before redemption fees totally go away. You can also have less-than-optimum tax consequences. In some cases, you're converting capital gains to ordinary income tax rates."

Up until recently, many advisors have held back recommending annuities to clients, citing their **complexity and high costs**. Variable annuity providers in particular have been pummeled for imposing high fees while curtailing benefits to stay profitable.

Lately, sales have bounced all over the place. Variable annuity sales totaled \$147.4 billion in 2012—down 7% from 2011—while sales of fixed annuities totaled \$72 billion in 2012, off 11% from the previous year, according to Limra, an insurance industry research firm.

Yet in an environment where fewer clients are retiring with pensions and the bond market offers miniscule returns and potential losses, advisors aren't turning their backs anymore. In a 2011 Limra study, the number of advisors who thought that a guaranteed income product was an important part of a retirement plan grew by 25% over a two-year period.

By 2020, Limra estimates that Americans age 55 and older will have \$22 trillion in investable assets for retirement income products.

Ruch has stayed an enthusiast through the good times and the bad. "There's not an annuity I don't like, but not all annuities are right for all clients," she says. "The majority of my clients nearing retirement have an annuity in their investment portfolios."

Catherine Theroux, a spokesperson for Limra, says annuities are a lot more flexible now than they have been in the past in letting clients get access to their assets and income.

"Insurers are recognizing there has been some reticence by consumers in investing their money in a situation where they'd be unable to access it," she says. "So depending on the contracts, there is more flexibility if you decide to annuitize the process.

"Based on our consumer research," Theroux adds, "people are very interested in that guaranteed income."

Retooling Annuities

Insurance companies almost on cue have widened product lines and are rolling out different variations of annuities. Investors can also get, guaranteed, a lifetime of income, to be used now or deferred into their retirement. Or they can use annuities to create a tax-deferred account that mimics their IRA or 401(k) to create a nest egg for retirement. There are also multiyear fixed annuity products.

Among the more popular products today are deferred-income annuities and single-premium immediate annuities. **Fixed-indexed annuities are also growing in popularity.**

One reason fixed annuity products might be more attractive is that their rates have recently crept up. That rise has followed the increase in U.S. Treasury yields after they bottomed out earlier this year, according to wealth manager Gregory L. Olsen, a partner at Lenox Advisors in New York. "This has given deferred income products even a more attractive rate of return," he says. Many investors are using single-premium immediate annuities to fund life insurance and long-term care insurance, Olsen says.

But it's not all peaches and cream. **Recently, variable annuities have come under**

close scrutiny by state insurance regulators. The **cost of hedging** the downside protection, commonly known as “the floor,” has become more expensive for the annuity issuers than actuaries originally calculated, says Miller, prompting restrictions to most product lines.

“The variable annuities that had allowed 100% participation for an indexed strategy with downside protection greatly shifts the risk of profitability of that annuity to the insurer issuing the annuity,” he says.

“Margins for variable annuities are tight in a low-return world,” says Luxenberg. **“People are craving guarantees,** but with many annuities they give up a lot of flexibility for that.”

FIAs

Another product starting to make inroads with consumers is **fixed-indexed annuities.**

Adherents speak of these products in the same breath as single-premium immediate annuities and deferred income annuities. Fixed-index annuities, which are tied to different benchmarks, produce high levels of guaranteed income like their fixed siblings, but some people say they have the **advantage of better liquidity** and that investors have more control over their income than they do with other vehicles.

Doug Wolff, president of Security Benefit Life, says **more advisors** are purchasing fixed-index annuities for clients today. These products can be offered with a guaranteed lifetime withdrawal benefit and then coupled with a mutual fund spend-down strategy, and this “can allow for both market participation and security,” Wolff says. He adds that the account values in fixed-indexed annuities are less volatile, so they can be ideal for those who need income growth potential but can’t afford to sacrifice principal protection.

Miller says the majority of his clients are looking at indexed annuities with a 0% to 2% floor and a 4% to 6% participation in an indexed strategy with locked-in annual gains.

Olsen says the annuities he has put clients into, especially in the years before the stock market meltdown, “were an **absolute home run for clients,** so much so that companies are either offering to buy clients out for more than their existing account balance or contemplating doing so in the future.” Indeed, they were such big home runs that those structures and guarantees are no longer available.

But don’t be fooled. Annuities are complex and an ever-changing species of the

investment world. “You need to understand their restrictions, the impact of additional fees, surrender charges and other contract restrictions,” says Ruch.



You have two choices, continue to buy leads, look for the easy sales and adjust your ROI, which will always decrease. Your success in the annuity business will only depend on one thing, your next lead.

Or....

Every day you start over, you see the emails from marketers and you move around, looking for the next big thing. Guess what, there is no next **“big”** thing. Our system is simple; it is based on changing relationships from **“names to suspects to prospects to clients.”**

You can build a very sustainable annuity business by selling to the easy sales and by building relationships with the other leads whose timing is not ready yet.

The added advantage of our system is this: over time the easy sales will buy again and again because of your building relationships via **Retire Village** and not basing your business model on transactions....Bill Broich

Here is a “snap shot” of how our system works.

If you use our lead system, **Retire Village** and our “blogging” this could happen to you. (There is a small edit, I have marked it for you)

1. A crew member (he asked not to use his real name, I will call him Joe) signs up and orders “scrubbed” leads. \$165, the lead is verified digitally, the lead is called, information obtained and the lead is notified an agent will call. Everything ok so far.

Our leads are only “**Pay as you Go.**” No advance payment is required, just pay for the lead as you get them and you can control the volume you want each month.

2. The lead from Annuity.com is called; the prospect does not want to meet Joe and asks not to be called again by Joe. He does verify he did contact Annuity.com and did request the information, but since has changed his mind and will **NOT** allow the agent to see him.
3. Instead of quitting Joe asks if he could stay in touch with him via email and explains how “many” people have benefited from receiving information. Joe said he would occasionally pass on general information and asks if he would like to be added to the list.
4. The lead agrees, but states, **DO NOT CALL ME.** Joe agrees and says if the lead ever has any questions to feel free to contact him. Relationship stalls at this point. We have had many agents call and complain about lead quality at this point, mostly because the lead refused to meet with the agent. What happens after the lead is scrubbed and the agent calls is Human Nature. Fear of being sold and of not knowing the agent can overrule the desire for the information. The lead just shuts down, fear wins. We consider this all part of the process, we know people are basically not trusting until they know who they are dealing with, and we don’t blame them!

How do we deal with this problem?

- 5.** **Retire Village** kicks in and the lead is sent an email every two weeks and occasionally Joe will also send the off week drip to him. Noninvasive and very one sided, the lead can dump the email or he can open and have a look, we are able to tell what percentages of our drips are opened.

We know that **26.82%** will open **Retire Village** emails and **4.37%** will click through. (all tracked and verified by our system) These numbers are very high in the email world. Suppose you had 500 prospects in your Retire Village, 100 would open your email and 22 will read your blog.

- 6.** Nothing happens for a year, but Joe notices on his daily lead log that the lead has opened a few emails and has visited Retire Village looking at information regarding IRAs.
- 7.** Because of the **DO NOT CALL** status of the lead, Joe is forced to use the email system to try and build a relationship.
- 8.** Annuity.com announces the agent blogging system which invites crew members to become bloggers on the home page. It allows for bio, photo and business contacts to be included.
- 9.** Joe joins the bloggers and writes a few blogs.

BTW, Annuity.com will help you write the blog, will expand or contract your writing. We will help focus the message and we will place it on our home page for you. We will also send you a link to the blog when it is posted. All automatic. PLUS your blog is automatically listed on Annuity.com's **Facebook** page.

Here is an example:



Bill Broich
Co-Founder, Annuity.com



A Big Pile of Money: What is it Good For?

Leave a reply



Bill Broich

Co-Founder at Annuity.com

Bill Broich is a well-known annuity expert with over 30 years of experience. He has written hundreds of articles on annuities and other financial topics, and has been a featured commentator on TV, Radio and the Internet. To follow Bill's profile, [click here](#).

This entry was posted in [Annuities](#) on [September 8, 2013](#) by [Bill Broich](#).

Photo, bio and contact information.

- 10.** Joe wrote a blog about Annuities and sent it to his **Retire Village** database as an off week drip. He included this short email with the link.

Dear Mr. Lead

I just added a new blog on Annuity.com about Annuities. I thought you might find it interesting.

Just click here if you would like to have a look:

http://www.annuity.com/annuity_blog/2013/04/

Joe

(Here is the edit I mentioned above, due to a competitive issue, I used one of my blogs in the above link to illustrate to you how this system works, his was about IRAs)

- 11.** The lead opened the link, read the blog, saw Joe's photo and emailed him with a question.

Here is the question: "*Joe, can you change an annuity to a new company without paying taxes?*"

Joe found the information link and only emailed back this:

Dear Mr. Lead

Yes, under 1035 IRS Exchange rules you can make changes to an existing annuity without tax liability. I have enclosed this link for you:

<http://www.annuity.com/taxes/advantages-1035-exchange-irs-code>

I would suggest you ask your tax preparer for information specific to your personal situation.

Joe



Advantages Of The 1035 Exchange IRS Code

◀ BACK



By Kevin Dufficy

Named after Section 1035 of the Internal Revenue Code, a 1035 Exchange is the exchange of one insurance policy for a newer policy with no tax consequences. It offers an investor the opportunity to exchange an old, outdated insurance contract for a newer contract that offers beneficial features the investor now wishes to include. For example, a policy owner might choose a contract with lower costs, a higher death benefit, the drawing of monthly installments or different investment options.

A 1035 Exchange also offers tax advantages. Usually the surrender of an insurance policy is taxable,

 **FREE** Safe Money Guide
& Personalized Annuity Quote
Free With No Obligation
Discover Secrets that will secure
your retirement & life saving!
Our **FREE** booklet will help you find

Where did Joe find the information?  . What is on the masthead of Joe's **Retire Village** website?



Joe's casual method of building the relationship by not asking for a meeting and using 3rd party information was completely non-invasive. He played it cool, he allowed the lead to make the first really important move, Mr. Lead asked the question. And he suggested the lead ask his tax preparer for advice also.

- 12.** Mr. Lead emailed Joe and suggested he was interested in a short conversation, that conversation lead to an actual appointment, a fact finder and a rollover IRA sale.

You have two choices, build your annuity business like a real business or look for the next “big” deal.

To Cheat or Not to Cheat, That is the Question?

I have been in this business a long time; I see the emails offering leads and all sorts of marketing. I even know a secret about a competitor's lead system, they paid an agent I know for a BIG endorsement, and they paid him in leads.

He laughed when he told me how he got free leads, he also had to talk to agents on occasion who called in about the leads, he said it was the easiest marketing money he had ever made. BTW, his testimonial is still on their site.....BB

We have chosen a different approach, we built Retire Village from the ground up, our testimonials are true and accurate, nothing is ever changed, even the bad ones (see last one on the list)

This is a quote from a crew member and Retire Village user:

RetireVillage.com

=

POWERFUL MARKETING

Testimonials about Retire Village, I think we have over 100, here are a few

Just had our partner Bill Jones call me and let me know that a prospect he had two years ago that wasn't interested in annuities just responded to the RetireVillage.com drip and wants to move \$225K from a CD.

Marketing is a consistent, persistent, significant, and relevant building process. The sum is greater than the parts and eventually you can build it to the point where you don't have to worry about what you don't get, but what you do get out of it.

The Drip System Works!

I use it in between the regular scheduled drips and it has been a direct result of additional business.

Thanks to all involved!

Hi Linda,

Yes, I Love Retire Village website, and the newsletter. My clients love the newsletter, and some even come into the office to make sure they get their copy. Some of my senior clients prefer the hard copies and or do not have an email address.

Joe,

I like the fact that the Drip Reports allow me to see who has opened the email, and how many times each person has read it...

I will tell you this - I did get one response from last week's blast, and I just about fell out of my chair... since the blast was about life insurance, I didn't pay it much attention, but I did get a request from one of my Safe Money "suspects" to submit quotes for \$500K no-lapse UL, so that was amazing...

Reply from my Retire Village drip

Hi, I would like to know what the next steps are in having you evaluate our current folio, and then advise. We are looking to change financial advisors!

Are you kidding me??? The drip, drip, drip of the “Chinese Water Torture (a.k.a “Joe Rych-ing” instead of waterboarding) has resulted in some unknown several hundred thousand dollars of sales (probably is over \$1MM – I just haven’t taken the time to figure it all out)

As an example, an operator at a chemical plant first called me in early 2010, and I’ve been (or rather, you’ve been) dripping on this guy since then... finally closed the deal with him – SPIA of \$ 84K, FIA of \$300K.

Other examples – I get a few RetireVillage.com client requests every month, and these are from leads in that stack of 900 who’ve gone to the website because of the drip and are “clicking away” on the various articles and videos. For many of these folks, I’ve never been able to get them on the phone, and they finally “raise their hand” after a drip has finally driven them insane and they just can’t take it anymore

Mr. Rych, this RetireVillage.com stuff is just gold – that’s all I can say – very well designed, very well designed – layout is great, and being co-branded with the Annuity.com logo at the top left of the home page, next to my name – that’s a pretty sweet deal...

Joe,

Thanks again a ton for the invaluable RetireVillage.com web site. It is critical in establishing credibility as happened with the family of the vet referenced below.

Thanks Joe, FYI, have an appt. next week thanks to RetireVillage.com couldn’t get the appt 4 months ago but added him to my contacts for the drip newsletter on RetireVillage.com and noticed he’s been logging in. He called and said he wanted to meet.

Kris L. (below) emailed me yesterday wanting an appointment. Haven’t talked with her since May, 2010.

Do you think RV works? Duh

This came in last night from yesterday's drip... these are always nice to get...

I am 43 y/o male married, would you recommend a variable annuity or a hybrid income annuity for me. would like to place my SEP IRA into this plan.

Let's get in touch per our last phone conversation. I am ready to switch over for my coverage.

I wanted to share with you all an email I received earlier today right after the recent ERMS blast. He is coming in next Thursday to discuss some retirement strategies. Been in my database since last September...

Also, today I finalized an annuity application with another internet lead that was in the DRIP system since fall of last year. He is worth over 3 million and has over 400k in cash value in life policies
RetireVillage.com=POWERFUL MARKETING

Good grief! Who could possibly say this Retire Village service is not an incredibly valuable, indispensable service? Look at this one day's list below!!!

Your daily website visitors and leads for yesterday: **30+ views**

Please cancel my Retire Village account, it is a rip-off!

Like they say, you can't make everyone happy, but a heck of a lot of agents are making more money with a very inexpensive **"outsourced"** tool....BB



The Masters Series tm

The **Masters Series** is a collection 11 manuals each detailing a specific part of the annuity sales and marketing process.

Attached is the **PDF summary**, explaining the top features of each section.

1. The lead
2. The Relationship
3. The Fact Finder
4. The Need
5. The Presentation
6. The Close
7. The Product
8. The Money Transfer
9. The Delivery
10. The Referral
11. The Drip

We Recommend

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.

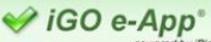
Annuity.com Insurance Products & Sales Tools



Annuity Search and Comparisons



Term Life Quotes and Comparisons

 **iGO e-App**
powered by iPipeline[®]

- ★ Go Paperless
- ★ Sell More; Get Paid Faster
- ★ e-Sign and e-Submit



Forms Search for Life Insurance



Product Information for Life Insurance





Mastering the Art of Marketing Annuities

By
The Crew at
Annuity.com

Foreword

Selling annuities is about marketing. Marketing is about finding leads that can be converted from suspects to prospects to clients. This process takes time and involves evolution and observation of details. Very seldom does a prospect buy from you immediately, it takes relationship building, confidence and a system in which names can become sales.

We adopted this attitude years ago and our success is based on a constant and continuous flow of new people to meet and with whom to begin relationship building. Our long term success has come from a system which allowed us to either build a relationship or discard the name.

We are sure there are many systems in which you can “sift and glean” names from beginning to end. Our system is called “**Retire Village**” and is based on **Al Granum’s** industry standard, the **One Card System**. (OCS) We developed “**Retire Village**” to be annuity and internet focused.

Whatever system you decide to use it becomes very important that some system be selected and implemented; otherwise you will feel like you are starting over every Monday morning with what we call “**The Lead Stare.**”

Each of the Masters Series listed below should be considered a “**Readers Digest**” approach. We could have written 100’s of pages on each topic so the idea here is to give you a simple overview of our approach to selling and our approach to marketing annuities.

We hope it is helpful and best of luck.

Dave, Joe, Anthony, Chad and BB



Master's Series: The Lead

What is a lead really? What guidelines should an agent use to define a reasonable lead? The quality of the lead should be based on two agendas.

1. Can I see them under favorable conditions? Will they visit with me about their personal situation? Will they listen to new and different ideas? Will they be honest?
2. Does the prospect fit into my target market for my products? Does it appear they have available capital for my products? Will the benefits my products provide enhance their personal financial situation?

The difference between leads is based on the perception of the prospect. I use the following lead generation sources to provide the “**beginning**” relationships with my clients. Each one has value and overall using a mixture of lead generation sources is the safest method of lead marketing

Leads fall into three categories:

1. **Information.** These leads are originated based on a need for information. Internet leads offer a wide variety of information and the prospects ability to access that information in private. A huge advantage is speed; information is fast and we the agent can reply almost instantly.
2. **Celebrity.** These leads are derived generally from observation by the prospect of the agent’s specialty, such as an agent’s radio program. The agent is the expert and therefore automatic respect is generated.
3. **Referral.** A referral is an extension of an existing relationship to a new relationship. The difficulty of gaining respect and trust is helped by the common denominator, the person providing the referral. Our referrals are managed by our database management system, **Retire Village.**

None of these lead sources will provide a definite sale but the use of leads to provide sales is essential to the successful agent’s career. The cost involved in obtaining leads can be in a direct relationship to the quality of the appointments or first meetings.

For us, activity is the key; we see a large volume of people and base our success on the “**Law of Large Numbers.**”



We obtain our leads through three primary sources:

Internet: www.annuity.com Fresh, exclusive, real time and annuity focused

Radio: Leads will call you for more information, become a **Celebrity** in your own marketing area, and call us for details.

Referrals: www.retirevillage.com Database management that provides daily leads

Support: www.annuityagentsalliance.com Agent support from agents who are actually selling. Anthony and Chad Owen.

We are real agents selling annuities, we know the business!



Master's Series: The Relationship

You have the lead, an appointment is made, now what? Most agents cannot wait to pitch a product and tell the prospect about it. Selling product is the least effective way of becoming successful in the annuity business. Selling product is taking orders; order takers work at the bank, annuity salesperson's become financially independent.

Building a relationship with a prospect begins by building trust. Trust begins with honesty and transparency. It does no one good to be anything else but truthful. Prospects do not want product, they want trust.

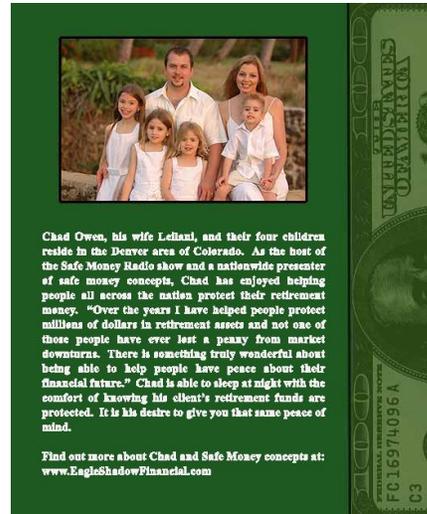
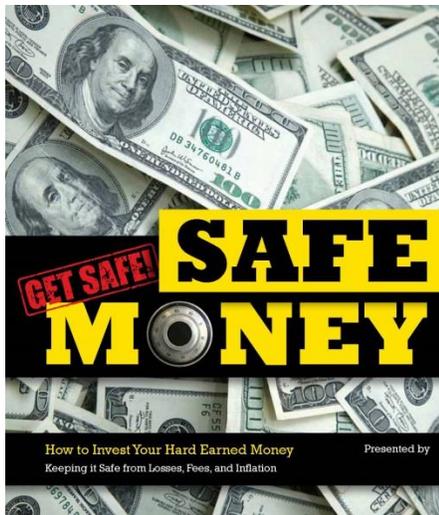
Here are some tips for establishing trust.

1. **Honesty** is the best policy. Allow the prospect to get to know you by only being truthful.
2. A “**Hot Product**” interests no one. As an example, if I am interested in a new pickup truck and the salesperson only wants to sell me a convertible, what do you think will happen? Building trust is about understanding how someone feels and learning what **their** goals are.
3. Instead of a product approach, try a **concept** approach and speak in generalities. An example could be about the prospect’s IRA. “Did you know you can leave your IRA to your children?” Concepts build trust and attempting to jump to a solution prior to understanding the needs and goals is a prescription for disaster.



Trust transfers to relationships. Once trust is established the relationship can expand and grow.

1. Building relationships also means delivering **value**. Long term relationships are always based on value. One tool we use is our leave behind, “**Safe Money**” book. We have this book printed professionally, it includes your biography, your photo and your contact information. (www.safemoneybookprinting.com) It is a collection of basic information about issues of interest to my target market. It is a book that the prospect will keep; it elevates me above other agents. It delivers value with no strings attached.



Safe Money Book, customized for each individual agent.

2. **Time.** Always respect your prospects time and never be late. If being late is unavoidable, call and tell them, even if it is only 5 minutes. Respecting a prospects time is respecting them and relationships are grown and strengthened with respect.
3. **Sincerity and patience** is a key to building relationships. If you feel your products are the answer but there is hesitation in your prospects decisions. Step back and regard their hesitation, take a longer time to complete the sale. It can ease your prospects hesitation if you give them a compromise. Start with a smaller portion of their assets. Take a little and get a lot. I sometimes say, *“Mrs. Jones, I know this is a big decision and annuities aren’t for everyone, so why don’t we start with a small annuity and see if it is the right place for your safe and secure money?”* I then start with \$10,000 or so and never fail to move the funds I originally thought would be the best choice for her.

Relationships also provide longevity. Longevity is key when your products may not be as strong as a competitor. A sales and marketing slogan goes like this:

“When all things are equal you buy from your friend. When all things are not equal, you buy from your friend”

It has been my experience that this statement is true, my clients do business with me because I have earned and gained their trust.



Master's Series: The Fact Finder

Selling annuities is about understanding how a prospect feels. Once you understand how a prospect feels you can then decide if your annuity products can provide the desired benefits.

Fact finding is a science but the implementation of it is an art. It is not the facts of a prospect's life that are important but rather how the prospect feels about their goals.

Asking quality feeling questions is really about being a **good listener**.

Selling is not as much about selling as it is about listening.

If you listen carefully you will be able to position the “**Power**” question to gain the desired results. The question which converts answers to feeling answers is simple and can be adapted to almost any statement made by the prospect.

Here is an example:

“Mrs. Jones, you said you had an IRA with Johnston Brokerage.”



“What is the purpose of the IRA (or insert topic) and what would you like it to accomplish?”

That is the most powerful question you can ask anyone. The reason?

The answer will always be a feeling answer.

She will tell you if the money is important and for a purpose (which allows you to suggest the benefits of our products) or if it is warehoused money (which allows you to suggest the benefits of our products). Either way you will be in a position to explain how an annuity might be a good solution.

Here is an example: Let's say Mrs. Jones says that her IRA is there for use later in her life. The benefits of an annuity might be a response such as this.

“Mrs. Jones, since your IRA is important to you as future income, did you know you can guarantee a future income without any exposure to market volatility or losses?”

How about if the IRA has no planned use? Then there could be this answer.

“Mrs. Jones, did you know that the IRS will allow you to pass your IRA to your heirs and it becomes their IRA? At the same time you could put in place guarantees that insulate your money from market volatility and losses.”

Once you learn the “**Art**” of fact finding it will become second nature. The feeling questions will give way to factual question (“Mrs. Jones, what is the value of your IRA today?”) The factual questions allow you to tailor a recommendation using annuity products.

I am often asked for a copy of my fact finder and frankly anything can be used for note taking once you have a little experience. Occasionally I use a legal pad.



Master's Series: The Need

The Fact Finder will tell you how a prospect feels. The feeling answers found in the fact finder will show you the need. The need could be inflation concerns, income, safety and security, guarantees, almost anything can be transformed from a feeling to a need.

There is an old story about selling that explains the “**need to know the need.**” It is about a young salesman who was learning the craft from an older professional. The young salesman said after an observation of the older salesman. “***You are so good you could sell ice cubes to an Eskimo!***”

The older pro responded: “***That is unrealistic because an Eskimo would have no need for ice cubes. The real need for an Eskimo would be a portable heater.***”

In that simple explanation lays the whole concept of “needs” selling. Agents are so eager to explain our newest product that we misplace the concept of what need the prospect really has. We might want to explain the benefits of the latest and greatest equity linked indexed annuity when the need may be for life insurance or a 3 year fixed interest annuity.

You must know the need before you can provide any recommendation. Typically “needs” will fall into one of three categories. These categories are based on how a person’s life interfaces with their assumed goals. In other words, someone who is 60 and still hasn’t accumulated enough retirement money may have a greater concern for safety than further accumulation.



1. **Accumulation** needs are defined as a savings needed to accomplish a future financial goal, such as saving in an IRA for retirement income. The motivation to accumulate funds for future use could include children’s education, buying a car, retirement or many other choices. Accumulation needs do not have to be long term as an example saving for a new car would be less than long term.



2. **Retirement** needs could be defined as a financial need to provide a fund to support life after retirement. When we retire, our pension or social security benefits begin but our earned income ceases. The cost of working at a job decreases but medical expenses could increase. Retirement should be as stress free as possible, make sure your money lasts as long as you do.



3. **Protection** needs can be defined as financial obligations that need to be fulfilled upon death or disability. These could include probate expenses, wills, trusts, income and health concerns. Protection can also be safety and security of your important funds. These are funds needed for retirement, education and other life issues.

The factual side of the need is learned in the **Fact Finder** and the attachment of those needs to the personal feeling of the prospect must be developed and understood.



Master's Series: The Presentation

I am often asked how I present the information to set up the close. I have one rule that I have used for years, this rule has allowed me to stay focused and to keep my prospect focused.



KISS....

Keep It Simple, Stupid!

Early in my career I was taught this concept and it has been the backbone of my selling approach. **Simple sells and complicated doesn't.** My presentation is simple and it normally takes me less than 20 minutes to prepare.

Why?

Because what we do is in a one page presentation repeats back to my prospect in writing what they told me about how they feel during the Fact Finder. I then use any third party information as supporting documents which outsources reference material away from me personally. Sources could include *Morningstar Principia Pro*, *MSN Money*, *Moody's* and many others. I allow these sources to assume responsibility for content.

Here is an example of a typical presentation piece. I marked in **red** where I used outsource information.

Summary of Estate Plan

for

Mr. and Mrs. Jim Jones

Thank you for the opportunity to work on your plan. I have looked at your personal situation, enclosed current reports and made suggestions I think may benefit your goals.

Your current retirement monthly income from social security and Boeing pensions is \$3,400. You are currently removing \$600 a month from your IRAs.

Your current income of \$4,000 is the needed and desired goal.

You have a LTC policy with Bankers Unlimited Assurance Company with premiums of \$230 a month. I have enclosed current ratings for you from AM Best and Company. **(Am Best ratings from the internet)**

Your IRAs are invested in the Delaware Family of Mutual Funds (now owned by Lincoln Financial Group). I have enclosed current reports for you. **(Morningstar reports from Principia Pro)**

Since your IRA accounts are important to you for retirement security, I suggest you transfer them to a guarantee Fixed Indexed Annuity.

We have explained the benefits you can enjoy with this change. It can be accomplished with no tax liability.



Master's Series: The Close

The close is the simplest part of the whole process if you have done one thing. Completed a Fact Finder and understood the **feelings** of the prospect along with the facts. The sale is expected once a Fact Finder is completed and the need is understood.

Listed next is a copy of my presentation explaining the close and how I transcend to the sales.

This is the presentation explained in the previous lesson.

Summary of Estate Plan

for

Mr. and Mrs. Jim Jones

Thank you for the opportunity to work on your plan. I have looked at your personal situation, enclosed current reports and made suggestions I think may benefit your goals.

Your current retirement monthly income from social security and Boeing pensions is \$3,400. You are currently removing \$600 a month from your IRAs.

Your current income of \$4,000 is the needed and desired goal.

You have a LTC policy with Bankers Unlimited Assurance Company with premiums of \$230 a month. I have enclosed current ratings for you from AM Best and Company

Your IRAs are invested in the Delaware Family of Mutual Funds (now owned by Lincoln Financial Group). I have enclosed current reports for you.

Since your IRA accounts are important to you for retirement security, I suggest you transfer them to a guarantee Equity Linked Indexed Annuity.

I have enclosed the benefits you can enjoy with this change. It can be accomplished with no tax liability. **(list of benefits)**

Once I get to the “**list of benefits**” I say this. “*Mrs. Jones, I have a list of benefits you could enjoy by making this change.*” I then review the benefits with her and associate them with her personal situation.

My close?

Simple. I would then get the paperwork and ask her who she would like name as her beneficiary.

Here is the list of advantages and disadvantages I use. **Some remarks in red.**

(I print these and give them to the prospect at the close.)

Advantage of Tax Deferred Annuities

1. Tax Deferred Growth. The interest earned is not taxed until it is touched. Your funds grow tax deferred. **(no tax until touched, tax liability controlled by owner)**
2. Safety. Annuities are among the most guaranteed and safe investments available. **(safe and secure, if they already own an annuity, I explain about State Guarantee Association, here I tell them that annuities are the most boring product on the planet...good line, they always respond. Make sure your DOI allows you to give this information under these circumstances)**
3. Avoid Probate. Annuities transfer to a beneficiary without the need for probate. **(no fees direct to beneficiary)**
4. Income. At any time, annuities can change from a savings or accumulation vehicle to an income vehicle. Annuities can provide an income that cannot be outlived. **(safe secure reoccurring income)**
5. Estate Planning. Annuities are used in estate planning to help protect assets in the event of a long-term care situation.
6. Interest Income. Interest is available for income any time after the first 30 days of the deposit. The interest can be withdrawn monthly, annually or quarterly.
7. Death Benefit. Your beneficiary always receives the full account value from the annuity immediately. **(immediately and without need for probate)**
8. Fees. No contract fee or sales commissions.
9. Comparison. Interest rates credited to annuities is usually higher than bank CD's or other fully guaranteed products. **(historically for 90 plus years)**
10. Access. Unlike bank CD's, you have access to your funds during the interest earning time period.

Disadvantages of Tax Deferred Annuities

1. Penalty for early withdrawal. During the guaranteed period, if you withdraw more than the contract allows, a penalty is imposed. This penalty can be avoided by using the contract as an income (pension payout) or death. You can always withdraw 10% of the account value annually without penalty. **(if you don't allow the insurance company to hold your money, you cannot enjoy these benefits)**
2. Early Access: Any access to funds in a tax deferred annuity before age 59 1/2 can be subject to a tax penalty of 10%. **(not for under 59 1/2...they will say that is not me, ends on upbeat note)**



Masters Series: The Product

It would be safe to say that I love annuities. I own them and I sell them. When it comes to suggesting a product for my new prospects I look at the features of the annuity in relationship to the needs of the prospect.

Generally, I sell a 10 year FIA, I use allocation of 50% year to year and 50% monthly averaging. I always include an income rider and discuss the benefits of income.

I never dwell on the actual product unless I am associating a specific feature which would benefit a specific need of the prospect.

Keep it simple.

I always leave a company brochure about any product I am recommending. All companies provide brochures, use them.



Master's Series: The Money Transfer

Selling the annuity is the first half of the deal, getting the money is the second half. Many sales have been lost because an agent left this process up to the new business department of the receiving insurance company. I take control of this process and make sure the funds are transferred. If the funds are not transferred then there will be no sale and if no sale, no compensation.

If I am dealing with a broker (and are not securities licensed) I outsource the transfer to a specialty house who will move the funds for me. There are numerous sources that provide these services.

If I am moving money from a variable annuity, I source the transfer papers from the variable annuity's website and have them ready for my prospect.

If the variable annuity is listed on the broker's monthly statement it will be shown as assets "held outside." I deal directly with the variable annuity company and not with the broker and handle it as a 1035 tax-free exchange.

If the funds are in an IRA I have the IRA surrendered and the money sent to the prospect. I have the prospect call me when it arrives and I have the prospect endorse the funds to the new account. I always set up the new account prior to sending in the funds and have the insurance company issue a policy number. I make sure the policy number is on the endorsement side of the check and I mark it "for benefit of" and insert the prospects name.

I always have the necessary paperwork ready at the close for the prospect to sign. I then have my assistant call the prospect a few days later to check in and make sure there are no issues.



Master's Series: The Delivery

Once the annuity has been sold, it is always referred to with the prospect as **“the documents.”** The documents should be coming soon from the home office. Your documents have arrived, when would you like to pick up your documents?

My delivery system is simple, it is the same for everyone and it is the same regardless of the amount of the annuity. It takes me less than 10 minutes to prepare and the 3 ring binder must always be black, dull black not shiny black. I have enclosed a sample of my delivery kit. (**some comments in red**)

(Page one.)

Summary of Estate plan
for
Mrs. and Mrs. Jim Jones

Annuity Planning

My contact information, name address, phone number etc.

**(here I explain how to reach me if necessary and that we are
always available even if they leave the area)**

(Page two.) (I keep a template and just insert info, if I have a welcoming letter from the insurance company with contact info I use it as page two and my page two becomes page three.

Explanation of Annuity

For

Mr. and Mrs. Jim Jones

Your **\$146,177.00** and **\$140,398.74** have been deposited in a fixed index tax deferred annuity. This reallocation was made without any tax liability to you. An additional **5%** was added to your fund which increases your total deposit to **\$300,904.61**

You have several choices of investment strategies:

- Guaranteed Interest Rates
- Indexed Strategies (S/P 500)

We have allocated 50% of your funds to the annual S/P 500 strategy and 50% to the S/P 500 monthly average strategy.

Your beginning index value for the deposit of \$300,904.61 was 1421. Future growth in this account will be based on that beginning value. I have enclosed a company brochure explaining further details about your annuity.

Annuitant: June Jones

Beneficiary: Jim Jones **100%%**

This contract will avoid probate. Your beneficiaries inherit the annuity directly without any probate or transfer expense. This annuity has numerous features, which could benefit you. I have enclosed a description of these benefits and available options.

(Page three.)

(Here I repeat the benefits page illustrated in **The Close** and review how the benefits will meet the needs of the prospect...now a client)

Advantage of Tax Deferred Annuities

1. Tax Deferred Growth. The interest earned is not taxed until it is touched. Your funds grow tax deferred.
2. Safety. Annuities are among the most guaranteed and safe investments available.
3. Avoid Probate. Annuities transfer to a beneficiary without the need for probate.
4. Income. At any time, annuities can change from a savings or accumulation vehicle to an income vehicle. Annuities can provide an income that cannot be outlived.
5. Estate Planning. Annuities are occasionally used in estate planning.
6. Broad Based. Your annuity's crediting rate is tied to an outside source, the S/P 500. Each year any interest credited will become your new minimum account value.
7. Reallocation: Annually on your policy anniversary date, you may reallocate a portion of your annuity from one strategy to another to better reflect your needs or an economic outlook.
8. Death Benefit. Your beneficiary always receives the full account value from the annuity immediately.
9. Comparison. Interest rates on annuities are usually higher than bank CD's or other fully guaranteed products.
10. Protection from loss: Regardless of market volatility, your funds are guaranteed to never lose value.

(Page four.)

Disadvantages of Tax Deferred Annuities

1. Penalty for early withdrawal. During the guaranteed period, if you withdraw more than the contract allows, a penalty is imposed. This penalty can be voided by using the contract as an income (pension type income) or as a death benefit paid to a beneficiary. You can always withdraw 10% of the account value annually without penalty.
2. Early Access: Any access to funds in a tax deferred annuity before age 59 ½ can be subject to a tax penalty of 10%.



Master's Series: The Referral

I am going to share with you a secret about referrals, a secret almost no agent knows. The typical referral obtained by agents is using the term **“Who do you know?”** If you use this you will fail.

To get referrals you must “Give it to Get It”

Referrals are obtained in the Fact Finder and nowhere else until the drip is started. The information you have acquired in the Fact Finder (names, family, friends) is fed back to the new client as a source of referral.

Here is an example:

“Mrs. Jones, you mentioned in a previous meeting your sister Laverne who lives in Seattle. Can you tell me just a little more about her?”

Whatever she says, you expand on it.

Or

“Mrs. Jones, I know you have enjoyed receiving information from us over this past year, who do you know who might also benefit?”

The bridge is simple....

“Mrs. Jones, would it be okay with you if I called Laverne and introduced myself on the phone?”

The answer is always yes and Laverne’s name is added to **Retire Village** and is worked with the other new prospects.



Master's Series: The Drip

The drip is really a system in which you stay in front of a prospect until the prospect either is discarded or becomes a client. Once a prospect is a client, then annual reviews are used to build additional business and additional referrals.

Our system is called “**Retire Village**” and is internet based. It is a method of staying in touch on a regular basis using a system in which the name is either moved up the ladder or totally removed from the system.

The system is called “**gleaning.**”

Think of it as a big funnel, big at the top and small at the bottom. Names go in; some come out the bottom of the funnel as clients.

If you do not establish a system for keeping in touch and growing relationships, then every Monday you are starting over. After awhile the Monday morning calls get delayed until Tuesday and eventually you are out of the business.

My attitude is much simpler, activity. I am a high volume agent who sees 20 new “seens” a week (yes 20). Many of these will be short meetings involving a handshake but many will be much more. It is the activity which allows you to become a better marketer and then a better annuity salesperson.

For more information regarding Retire Village, call Joe Rych at 425 486-5575, joe@annuity.com, www.retirevillage.com



Summary

The secret to selling annuities is a constant flow of leads. This is accomplished with radio, the internet, blogging and Retire Village.

Put in place a lead system, put in place a drip system, convert names to suspects to prospects to clients.

Invest in your business because you are not unlike any other business, it takes marketing money and marketing effort to make a profit. Calculate your Return on Investment (ROI), reinvest a reasonable percentage of your gross commissions in your marketing consistency and you will soon notice a change.



We meet weekly every Thursday at 9 Pacific Time (44 weeks a year). Our number is 800 504-8071, the code is 5556463#.

There is never any need to register; Open MIC is free to all. Please join us.



Disclaimer: The information offered in this series is meant to be basic information and not specific to any agent or prospect. Each topic should be considered a short overview of how we sell and market annuities. A full explanation is available. We mean this booklet as an overview and not as any system to use in selling annuities, we are fact finder focused, and approach each case as what is in the best interest of the prospect. Never give investment advice unless you are licensed and authorized to do so. Never give tax or legal advice unless you are licensed and authorized to do so. Annuities are state regulated, you must be licensed and authorized to

sell annuities in your state. Make sure you fully comply with rules and regulations required by your state Department of Insurance. Always comply with good business practices and make sure you are fully trained in all dealings with insurance products. Company brochures describing any annuity offered should always be provided to the prospect and the client.

Always place the needs and goals of your client ahead of any benefit to yourself.

Disclaimer:

Open MIC is based on my opinion or numerous sources compiled by me. Sometimes Open MIC is just my opinion, I try and keep a level playing field but often times it is difficult.

I obtain 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. You should never consider that I am the world's greatest authority or expert on anything. Always consult professionals who are licensed to give correct advice regarding taxes and securities and other topics of great importance.

I am an authority (my opinion) in lead generation and marketing annuities and am fully licensed as an insurance salesman. I sell state approved annuity products provided by licensed insurance companies.

I am also NOT an economist by license, only by hobby. If you decide to make decisions based on my particular view of the world, you should get it verified by licensed professionals or get your head examined.

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Our competitors will copy Open MIC anyway so I might just as well give it away, saves so much mental anguish and sleepless nights.

More Legal Stuff...

Be responsible... we cannot know your individual situation, always do your own due diligence before responding to any offer or investing your hard earned money.

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And, although all of the articles have been selected for their content, however in the interests of balanced reporting we often publish articles we may not agree with, the publishing of such articles within Open MIC notes does NOT constitute a recommendation of the products or services mentioned or advertised within those articles.

We make no compensation for the publishing (or hosting) of Open MIC Notes.....in fact it costs us for the phone "call in" system...oh well...