



.....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.



4 Wheeling

Sent from an Open MIC listener who knows are interested in wine.....

Are you into wine and evolution? The best red wine in the world is Cabernet Sauvignon. Where did it come from? How did it develop? No one really knows except because of research and DNA, we now know Cabernet's parentage; evolution and nature at work.

What varietals are the "parents" of **Cabernet Sauvignon**? According to Professor Carole Meredith at the University of Davis, the parents of **Cabernet Sauvignon** are **Cabernet Franc** and **Sauvignon Blanc**.

3.75% for 5 years

Dave has details

[Sentinel Annuity Quick Sheet](#)

Advisor One Speaks Out

<http://www.advisorone.com/2011/09/30/whos-more-reckless-stockbrokers-or-psychopaths>

Wow....I won't even comment....have a look....BB

John Bogle Video

Great video! Starting at about 3 minutes: Highlights from interview with Jack Bogle, Vanguard Group Founder

- Don't buy any stocks or at least not more than 20% for retirement or purchase 5 year time horizons.
- The stock market is not a good place for hope.

<http://video.cnbc.com/gallery/?video=3000048691>

Thanks Tony for the share

The Wharton School: This paper is a little dated (2007) or is it?

<http://fic.wharton.upenn.edu/fic/policy%20page/whartonesay18.pdf>

Many have called the current situation we are in the **“Perfect Storm”**including myself....see the agents section of annuity.com for my white paper.

- The importance of Social Security benefits
- Pensions in complete demise
- Here come the Baby Boom generation
- Increasing longevity of the American population

The Perfect Storm

Index annuity links

Click here for another opinion on Indexed Annuities
<http://tinyurl.com/CNBC-IndexedAnnuities>

http://www.stltoday.com/business/local/article_1f442455-eeff-5e31-b18d-2b809e2d13c6.html

Hello Partners,
NAFA response to ABC article:
<http://www.nafa.com/2011/09/28/letter-to-the-editor-of-abc-news/>

Also, great article on why the media bias is against our products by Sheryl Moore:
http://www.sheryljmoore.com/2011/09/deciphering-the-inequitable-biased-coverage-on-financial-services-products-in-the-media/?utm_source=Sheryl+J.+Moore+Newsletter&utm_campaign=eaaa5b03d4-RSS_EMAIL_CAMPAIGN&utm_medium=email

Welcome to October! Winter is coming but the sun is still shining on our products.

Anthony R. Owen

LIMRA Study: 1/3 depend on annuities

<http://www.limra.com/newscenter/newsarchive/archivedetails.aspx?prid=202>

This is from 9-27-11 and we have had it on Open MIC...but in re-reading it, relaly worth a second look....good stuff

ERMS Electronic Response Marketing System

Today's Open MIC is about ERMS and how it can and does generate extra leads, builds relationships and makes sales for you. There is not a day that goes by that we don't get a phone call or an email form an agent who has made that extra sale.

If you are not using ERMS you are not taking complete advantage of all the tools and you are not maximizing your marketing dollar.

Consider this simple example:

I mail 1000 pieces of direct mail. I spend \$500 for the mailing.

I get 25 reply cards

I call all 25 and reach 15

I make appointments with 5

I make 1 sale.

The sale is \$100,000 and I make \$5,000 in compensation.

What is the other side of this story.

Prospects I met with that I didn't sell

4

Prospects I called but couldn't schedule an appointments

10

These **14** can and will be future sales, by keeping your name and information in front of them, you can begin to build a relationship. The constant, non threatening drip will offer value. With value becomes trust building and with trust comes a relationship.

The problem with ERMS is well known, it requires so much time and so much money.

NOTE!

ERMS is 100% outsourced and the cost is a cup of coffee a day.

Learn more!

Not advertising to your clients is like winking at a girl in the dark. You know what you're doing but no one else does! Author unknown...

RetireVillage.com website is a Data Base manager as well as an automated Drip Website designed to greatly extend the life of your leads ~ many of the agents who use it also use our other marketing systems enclosed in the word doc ~ it is designed to touch on your clients and prospects twice per month with a teaser article like the ones on the site ~ *the beauty if it is that we do it all for you* ~ all you need to do is upload your clients and prospects to the website and we drip on them for you twice per month ~ you then get a daily lead report (below) to see who is visiting your site and what they were looking at ~ the cost is \$75/mo ~ our goal is to capture the annuity and life business that comes in from the sales the site generates ~ in other words we are an FMO ~ call me if you are interested 800~814~5378

Here is the training link for the site ~ click here for 10 minute [RetireVillage Site Training](#) ~ pretty simple stuff

[Click here to download the entire signup packet for RetireVillage.com](#)

Featured Information About Annuities:

- Security is Spelled A-N-N-U-I-T-Y**
Safety and Security is Spelled A-N-N-U-I-T-Y. [Learn More](#)
- Tips to Fully Understanding Variable Annuities**
Understanding the benefits before you get to retirement. [Learn More](#)
- Manage Your Betting Fees and Expenses**
Reduce your betting expenses by being informed! [Learn More](#)
- Avoid Mistakes Buying Life Insurance**
Life Insurance can be Confusing. Learn the Basics. [Learn More](#)
- Risk is a Four Letter Word**
What's Your Largest? Your Wealth? Money to Risk? [Learn More](#)
- Guaranteed Fixed Annuities: Promises Made, Promises Kept**
We Keep Promises... Guaranteed! [Learn More](#)
- The Glorious History of Annuities**
Annuities: Glorious? [Learn More](#)
- Protect Your Income from Social Security Mistakes**
Protect Your Income from Social Security Mistakes. [Learn More](#)
- 10 Mistakes Made in Retirement Planning and How to Avoid Them**
Avoid These Mistakes! Be Informed! [Learn More](#)

No site assignment for you to do. We do the drip to your database of clients and prospects. All you need to do is add your email address and name.

You can see in real time who visits your website and how many times they have visited it.

Twice per month we email a teaser article like the ones below to your prospects and clients. When they click on "click here to view article" button they land on your Website.

Your Daily Lead Report

Dear [Name],
Your daily website visitors and leads for yesterday:

Name	email	Page Viewed	Total Views
Mitch	[redacted]@westad.net	http://wwwsenior...	6
John	[redacted]@comcast.net	http://wwwsenior...	1
Candace	[redacted]@gmail.com	http://wwwsenior...	2
Candace	[redacted]@gmail.com	http://wwwsenior...	1
E	[redacted]@horresources.net	http://wwwsenior...	1
Betty	[redacted]@comcast.net	http://wwwsenior.../pagename=5	1
John	[redacted]@comcast.net	http://wwwsenior.../pagename=5	1
Bob	[redacted]@msn.com	http://wwwsenior.../pagename=5&cid=6580	1
B	[redacted]@gmail.com	http://wwwsenior.../pagename=5&	1
Mitch	[redacted]@westad.net	http://wwwsenior.../pagename=5&	6
E	[redacted]@com	http://wwwsenior.../pagename=5&	2
Candace	[redacted]@aol.com	http://wwwsenior.../pagename=5&	1
[redacted]	[redacted]@horresources.net	http://wwwsenior...	4
Mitch	[redacted]@westad.net	http://wwwsenior.retirevillage.com/frontpage	1
Candace	[redacted]@gmail.com	http://wwwsenior.retirevillage.com/newsletter	1
Candace	[redacted]@gmail.com	http://wwwsenior.retirevillage.com/newsletterview?id=4	1
Candace	[redacted]@gmail.com	http://wwwsenior.retirevillage.com/planning	1
Mitch	[redacted]@westad.net	http://wwwsenior.retirevillage.com/userrequest	1

We drip on your database of clients and prospects twice per month. You will see exactly who is visiting your website to view the articles we drip for you. Been looking for a good reason to check in with your hot leads...well here it is.

You will know their interest level by the number of views and which pages they visit on your website.

Reading Your Daily Lead Report:

Multiple Names: Every time someone that is in your updated database clicks on "click here to view information" from the bi-monthly drip, their name shows as a separate site hit in your report. You may see the same name multiple times visiting multiple pages. Click on the page number next to their name to see what they viewed.

Blank Names: This occurs when you have a random hit from a Google or other internet search. When that individual from the random hits in your upgraded database it shows as a blank name. Seeing random hits is an indication that you are being picked up on local search engines. This is a good thing!

Someone Else is Logged Into Your Site: Anyone can register on your website and can create their own login. The purpose of allowing anyone to register is to give individuals who aren't in our database an avenue to be captured and added to your database. When someone other than you registers and logs in, they cannot see your contact page or your contacts and cannot make changes to your site. If they don't log out and you log the site it will show they are still logged in. Simply log them out and re-login with your password.

3 Ways to Capture Random Hits: When an individual from a random hit registers, signs up for the newsletter, or requests more information, their will automatically be added to your database for future drips.

Your Annuity.com / Retirevillage.com Team

Phoenix Financial | Annuity.com

Logged in as mikelo | Logout

Search this site: Search

HOME PLANNING CALCULATORS NEWSLETTERS ANNUITY BLOG ABOUT US CONTACT

mikelo

- My account
 - My Contacts
 - Add New Contact
 - My Website Visitors
 - Site Owner Information
 - Email Administration
 - Email Tracking Reports
 - Annuity.com Drip Reports
 - Log out

To "View and Edit" contacts log into your website. Click on My Contacts to view your list of contacts. Contacts will be

Search by Email Search by Last Name

User ID	Edit Contact	First Name	Last Name	E-mail	Home Phone	Office Phone	Picture
8652	edit	Jill		jill209			
7174	edit	Randy		jstmyc			
7177	edit	Lolita		Lafac			
7189	edit	Steve & Susan		ssteep			
7174	edit	Bobby		rbvare			
7176	edit	Kate		kate@			
7180	edit	Michele		Mcbla			
7192	edit	Terry		tbllor			
7169	edit	Ed		eches			
8653	edit	Ruth and Doug		douga			
7182	edit	Mike		Mike-T			
7172	edit	John		john@			
				Gome			
				Shawa			
				sunoa			
				houx@			
				rickey			
				Zarett			
				rkos@			
				maryn			
7171	edit	AJ & Judy					
7185	edit	Rickey					
7195	edit	Zarett					
7186	edit	Rodger					
7179	edit	Mary					

Click on edit to make changes to your existing contact. When the new window opens click the appropriate tab to make changes.

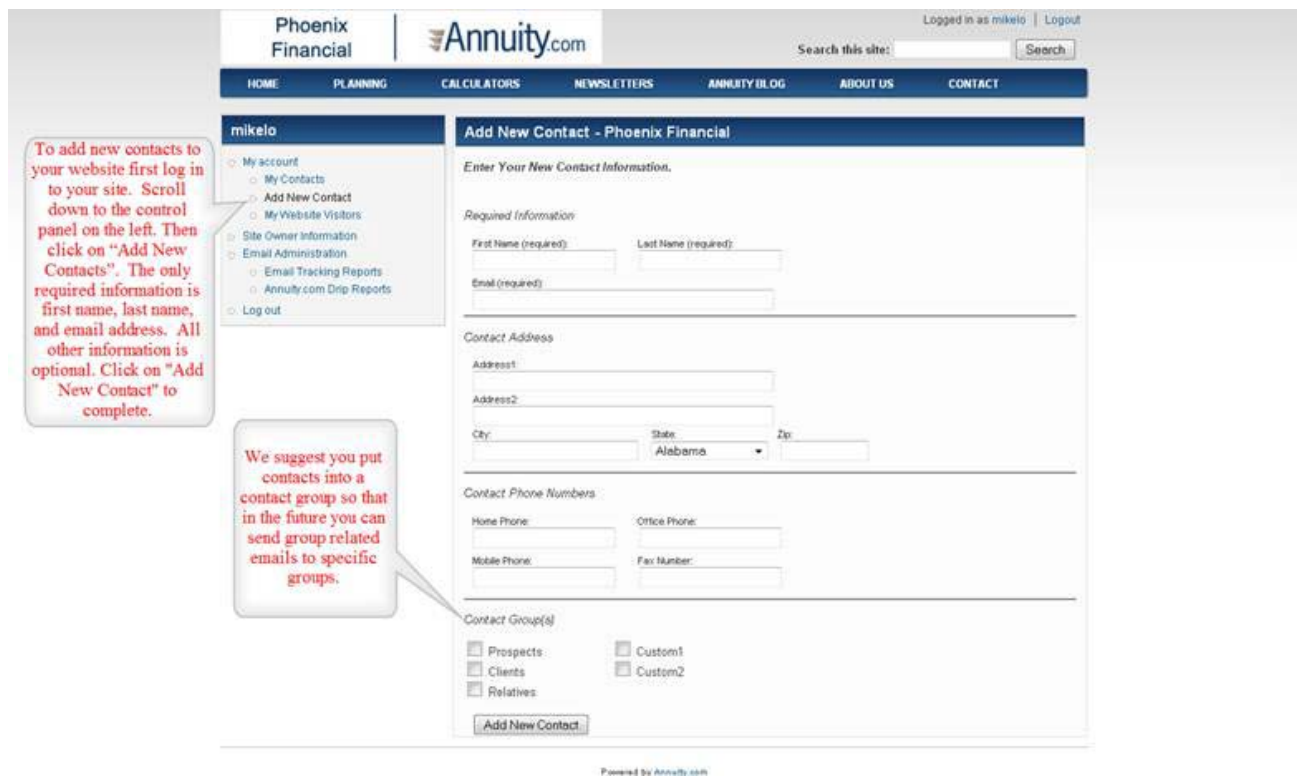
View Edit Track Contact

Account Contact Information Contact Phone Groups Contact Spouse/Info

Account information

1 2 next last

Powered by Annuity.com



Daily Lead Log

Hello All ~ We still get a lot of questions about website visitors on your RetireVillage.com site ~ if you have any questions please see below for a full explanation of your daily lead reports

Dear Joe,

Your daily website visitors and leads for yesterday:

Name	email	Page Viewed	Total Views
		http://retirevillage.com/	
Joe Rych	joe@annuity.com	lists all pages	10

You will see daily who has visited your site, what they have viewed and number of page views

Reading Your Daily Lead Report:

Multiple Names: Every time someone that is in your uploaded database clicks on "*click here for more information*" from the bi-monthly drip, their name shows as a separate site hit on your report. You may see the same name multiple times visiting multiple pages. Click on the page number next to their name to see what they viewed.

Blank Names: This occurs when you have a random hit from a Google or other internet search. When that individual from the random hit is not in your uploaded database it shows as a blank name. Seeing random hits is an indication that you are being picked up on local search engines. This is a good thing!

Someone Else is Logged Into Your Site: Anyone can register on your website and can create their own login. The purpose of allowing anyone to register is to give individuals who are not in your database one more way to be captured and added to your database. When someone other than you registers and logs in, they *cannot* see your control panel or your contacts and *cannot* make changes to your site. If they don't logout and you go to the site it will show they are still logged in. Simply log them out and re-login with your password.

3 Ways to Capture Random Hits: When an individual from a random hit *registers, signs up for the newsletter, or requests more information*, they will automatically be added to your database for future drips.

Your Annuity.com / Retirevillage.com Team

The open rate on the drip can vary....this agent gets 50% open! And a friendly reminder from us about keeping on top of things.

Hi Joe ~ I noticed that you have over **a 50% open ratio** out of 150 clients on your RetireVillage.com drips ~ that's very high ~ says a lot about your relationship with your contacts ~ are any of those converting to sales yet?

This is from an agent who has used ERMS since the beginning

From: Mike Agent
Sent: Thursday, September 29, 2011 10:01 PM
To: 'Joe Rych'
Subject: Thank you
JOE,

I want to, need to thank you for everything. I've always enjoyed our banter and very much appreciate all you and your partners have done and continue to do for us agents. You are by far the best I ever came across in 30 years in the business.

Thank you my friend.
Mike

Another great response from our ERMS drip.

Anthony R. Owen

From: info@retirevillage.com [mailto:info@retirevillage.com]
Sent: Friday, September 30, 2011 1:10 PM
To: info@eagleshadowfinancial.com
Subject: ERMS Contact Request

This is a message from Annuity.com ERMS at RetireVillage.com. The following user requested to be contacted from your RetireVillage.com Contact us page. A copy of the email request is below. Contact information has been added to your contacts.

Name: holly jones
Email: hollyjones@gmail.com

The message sent:

Brett! Let's get in touch per our last phone conversation. I am ready to switch over for my coverage. holly jones 720-555-5555

Hello Partners,

How would you like to wake up in the morning and get the email below from our client, **Tim**?

"Hello Owen brothers, can I give you more of my money to protect? The market sucks and I am scared. Please save me!"

This is the power of ERMS. Our clients know who to call and it's not Ghostbusters.

Anthony R. Owen

Here is the drip sent to the client "Tim"

From: "Eagle Shadow Financial, LLC" <info@eagleshadowfinancial.com>

To: Tim

Sent: Wednesday, September 21, 2011 8:53:20 PM

Subject: Using Annuities as income.

Dear TIM,

Retirees draw on Annuities for income.

More retirees are receiving income from an annuity in retirement, according to a new LIMRA study. LIMRA found that the likelihood of taking income from an annuity increases with age.

To find out more Retirees drawing from Annuities [Click Here For More Information](#)

Eagle Shadow Financial, LLC

888-742-4368



EAGLE SHADOW
FINANCIAL

Annuity.com

Here is Tim's reply

From: Tim
Sent: Thursday, September 22, 2011 8:09 PM
To: Eagle Shadow Financial, LLC
Subject: Re: Using Annuities as income.

Thanks for that information.
In the meantime, I'll need to roll more over into my first, or a second account to get it out of the stock market. **Can I send my last Statement to you to liquidate and re-invest?**

Dammit, I need your help..

Please look over my last statement and let me know how I can preserve and protect my retirement investment funds.

Many thanks.

Tim

From our friend Jim Gaines...

Bill,

Week before last a lady who has been receiving the drip reports for almost a year e-mail me. She wanted to move money from her 401k to the Bonus Gold with the Income Rider. The app was taken this past Thursday for \$200,000 and mailed the same date to Am Equity. She likes the drips reports and reads them all.

Jim Gaines

We could go on and on and on about how this system works....the fact is simple. It does work, it builds relationships, it generates daily leads and it makes sales.

At the end of the notes today are additional points about how this all works and how it can work for you.

Retire Village featuring **ERMS** is the best marketing deal on the planet....if you chose not to use this system, you have made an error.....BB



Below are several points about ERMS in detail etc.



The Trusted Source...

Presents.....

ERMS

Electronic Response Marketing System



ERMS

Electronic Response Marketing System

Welcome to Annuity.com's exclusive system for creating and obtaining free internet leads.

Leads that you can use to increase your sales to help you gain control over your marketing.

Selling annuities not about selling, selling annuities is about marketing. It is about creating and managing a system which will provide a continual flow of leads, leads which can be grown into sales by offering value, creating trust and building relationships.

Relationships are the key to selling annuities and marketing is the path which leads to success.

The Profit Is in the Relationship, Not in the Sale

The key to success in compensation, business freedom and service to others lies in the process of obtaining and sustaining a client base.

This system is tried and true; it works and has worked for many agents. It will work for you if you adapt and convert your thinking to marketing and not to selling.

Important Definitions

These definitions will help you run a successful ERMS campaign:

What is a Client?: A client is someone you have had a sales relationship with and you have SOLD an insurance product to. (annuity, life insurance, LTC etc). An insurance company orphaned policy owner is NOT an client.

What is a Prospect?: A prospect is someone you have had a face to face meeting, obtained personal information and have discussed your goods and services.

What is a Suspect?: A suspect is someone of whom you have basic information, name, address, phone number EMAIL address and who has agreed to allow you to keep in touch and receive additional information in a non-invasive manner (email and US Mail)

These definitions are extremely important; they are the only three categories which you have any chance of creating a relationship from. Use a blind list will never work and is against the rules of ERMS. ERMS requires that prior to adding anyone to the database that human contact must have been made (phone is ok)

The Four Key Steps to Implementing **ERMS** into your Marketing Plan

Step One

The first step is converting your thinking, thinking about how you actually sell annuities. Most agents just want to sell.....this attitude is ridiculous and

silly. Everyone just wants to “sell”...Why? Because selling is the easy part, selling is just the finishing touches of everything that comes before.

This about building a car, design, parts, manufacturing etc....what is the end portion?

Putting gas in the car and driving away....anyone can do that.

Selling annuities is just that way, only the stupid and ignorant agent would make the statement.....**”All I want to do is sell!”** And yet, it is the most often repeated statement I hear from agents.....

”All I want to do is sell!”

If that is what you say and how you approach our business then your whole career will be a mistake and you will feel a void in your professional life.

Plus you will become a “replacer” of business every time a new product comes along, you will move your policy owners

(I won't use the term clients) money and think you are doing the right thing. When in reality, you have no other way of relating to them or any other prospect.

Learn our system and shed yourself of always grabbing the low hanging fruit and end the constant search for the next great lead.

Learn our system and become a true professional.....with a nonstop consistent lead flow which will provide clients based on a real formula.

Annuity Marketing is all about timing

Give Value (information)

When your prospects request the information, you are being invited to expand your relationship with them. By answering their questions and becoming the source of the information, you are providing value.

Value Creates Trust

Trust is developed by providing value and by extending the relationship.

Trust Builds Relationships

Once a relationship is established, personal information is shared such as feelings, goals and finances.

Relationships Provide Sales

Once a prospect shares their feelings and goals, the benefits of annuities can be examined and considered by your prospect. Solid fact finding and fully understanding how a client feels and how an annuity could benefit becomes a key part of retirement planning.

Fact Finding is how you begin to learn about feelings and how to relate to your prospects in an effective and meaningful manner.

Step Two

Step two is selecting a lead generation method. You have tons of choices, here are a few.

- Radio (www.safemoneyradio.com)
- Referrals (absolutely necessary)
- Internet Leads (www.annuity.com) Both Scrubbed and Booklet
- Direct mail

These different lead sources (use the one or ones which you are comfortable with) provide the basis for your annuity lead generation system. While each of these systems will provide sales and allow you to have sales activity, they are really on the “superficial” side of annuity lead marketing.

Using our web based approach to lead generation will allow you to see more people with far less time commitment. These retained leads will be of higher quality and will be far more interested on your message and your services than through normal lead channels.

Cross Marketing or Cross Merchandizing

Before we move on, let me say a few words about cross marketing. The normal definition of “cross marketing” would be to sell your existing client based other available products.

Here is what Wikipedia shows as a definition:

A marketing co-operation or marketing cooperation is a partnership of at least two companies on the value chain level of marketing with the objective to tap the full potential of a market by bundling specific competences or resources.

For annuity salespeople a simpler version might be, we try and sell “funeral

policies” to our annuity policy owners. Or life insurance or long term care insurance etc....

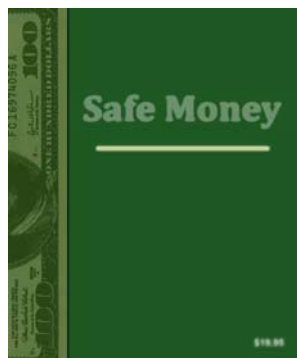
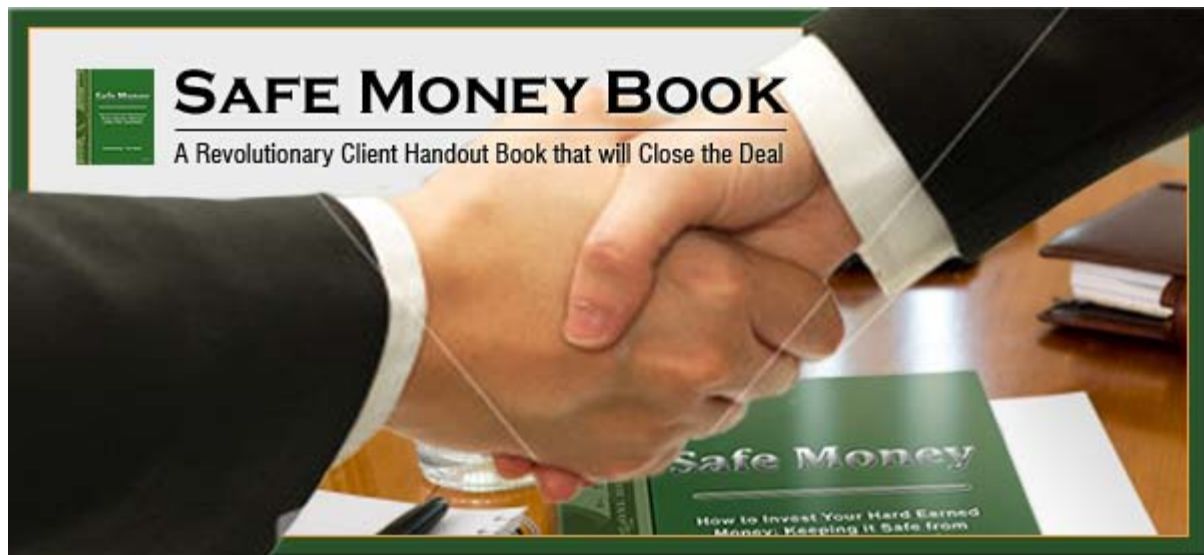
I consider this form of cross marketing silly, boring and out of date....

To me cross marketing (or cross merchandizing) is showing a **different dimension** of your status, professional accomplishments, professional education and an expanded capacity to provide goods and services. (Bill Broich)

In our system of **providing value** and building relationships, this level of cross merchandizing becomes very important. We do so by offering an approach far above the standards of our industry. We offer our 4 books (authored by the agent)

- Secrets of Annuities
- Tips about Avoiding Probate
- Secrets about Long Term Care Insurance
- Tips about Reverse Mortgages

And our **Super Premium Giveaway.....Safe Money.**



“Safe Money” is offered by the agent (not authored) and is personalized by the agent on the back cover along with family or professional photos.

Can you imagine the power of offering these books to the people you meet?
Can you imagine the esteem? Can you imagine the relationship building possible with these tools?

One more point about “cross merchandizing” and building credibility.

Radio.

Can you imagine how powerful it would be to say to a prospect that you are on the radio and invite them to listen you your radio show? Having your own radio show is the standard of offering value and building relationships.

www.safemoneyradio.com

Step Three



Drip, Drip and Drip

Successful annuity selling is about being in the right place at the right time. It is about understanding how a person feels about their situation and how it relates to their goals. Want me to repeat that?

Timing and understanding.

How do we grow the relationship to the level of someone telling us how he/she feels? We accomplish this by offering value.

Value...providing no strings attached information which may benefit the person you are trying to establish a relationship with.

- How do we accomplish this goal without spending each hour of our lives trying to stay in touch and getting their attention?
- How do we do this without an established office staff and increased overhead?
- How do we make this efficient and effective?

We outsource....we outsource to a system that accomplishes all of this for us.....and at a price which equates to a weekly visit to Starbucks.

Our new agent site does just that, it is a complete outsource system which allows you to focus on those who are interested and to stay on the sales side of our jobs and not on the administration side.

Our system will drip on your database every two weeks (as explained above) The information offered will be timely but remember all people will not be interested in all the topics. It is a matter of timing and the

“Law of Large Numbers”.....

As an example, let’s say you use only direct mail as your lead source.

Every month you mail 3,000 direct mail pieces. Your expected returns would be 2% or 60 leads a month.

Timing is everything.

- Group One: You would get about 20 appointments out of those 60 leads and should write \$200,000 or so of premium (this is the low hanging fruit)there will be about 10 who you will want to keep in front of out of these 20.
- Group two: 20 people will say no or you will be unable to see them....these are throw aways (never keep these losers)
- Group Three: 20 leads will be a matter of timing, (call me later, no appointment, I just want the information, I will call you) These are ones you would want to add to the drip, we will say your net is 15.

10 from Group One.

15 from Group Two

Out of 60 leads you wrote 2 cases for \$200,000 and invested \$1,800 You have 25 in your database being dripped on every two weeks (plus special events.)

Let’s move forward for a year and by now you would have 300 in your Drip database. By dripping on 300 people who know who you are and know what your occupation is, we think you will get **20% of your database will open the link and read your message each month**

60 New chances to contact your database to build a relationship which can lead to a sale....these 60 come from your already invested funds from your direct mail (or other marketing) efforts. Are these leads better by now....

YES!!! Yes because they know you and know what you do and they have responded to your offering of VALUE.

How much time have you invested in the Drip System (ERMS)? 0. How much money have you invested in ERMS? \$0.

It has been outsourced!

What if you have received referrals along the way from your existing clients and friends? They are no different; it is still a matter of timing even with referrals. What if you had added 100 more to your Drip System (ERMS)? Now how many extra leads a month would you be getting?

Would you like a little taste of how it works? How do you “Force the Relationship” and keep your database active and valuable?

Example....

If you faithfully believe that Dripping is the best method for keeping on touch with your clients on an outsourced basis (it is) then you need some way to bring the relationship to a head.

Some way to create an activity, some way to Glean Out the database and through away those who will never by (why should they keep getting

helpful and timely information?)

As an example, this agent will have added 500 existing clients to her database in the beginning (our manual explains how) 30 direct mail leads a month, 20 radio leads a month and 20 referrals a month.

In a year we will say there are about 1,300 names in the ERMS Drip.

The call goes like this:

Mrs. Jones, this is Priscilla Agent, from Annuity.com, how are you? (she answers)

I noticed you looked at our information about IRAs. Is there anything I could help you with on a personal basis. Are you looking for information regarding how to maximize your own IRA?

There are tons of ways to craft this phone call to have it make sense with an agent and a prospect, the fact you know who has visited and what they have looked at it invaluable. It is a competitive advantage when you combine it with the fact the prospect knows you!

The issue is so simple....**you are the marketer**, you outsource the administration. You add names and manage your own database and the website provides the value for you to build the relationship.

Selling annuities is about timing, offering value and building trust....

ERMS will deliver the message, you will build the relationships.

How ERMS Works? Here it is Step by Step

How it works!

ERMS (Electronic Response Marketing System) will help you build more sales by keeping in touch with your prospect data base and forwarding to you directly the leads it generates.

Every two weeks your database will be contacted with a simple and **non-invasive** message that will allow your prospects to ask for more and definitive information. These requests are sent directly for you to respond, provide the additional information, build the relationship and make the appointment.

The information us useful to your prospects and will help you build a better relationship with them.

Our system is simple:

We help keep your name in front of your prospects and by doing so the offer of “**Value**” is extended....every two weeks!

What do you need to do? Simple...just enter your prospect and client list into your personalized and exclusive (secure) database and that

is it!

We do the rest, every two weeks an email will be sent to your database offering information on a specific topic. The topic will vary and change every two weeks.

Those in the database who would like additional information will respond, those responses are delivered to you instantly and exclusively. All you do is respond with the additional information, answer their questions, grow the relationship and make an appointment.

Annuity Marketing is all about timing

Use our system to organize your data base, cultivate the people who want to grow their relationship with you and glen (throw out) those who will never take action.



Grow: Add names to your database

Cultivate: contact those who respond


Glean: don't waste time with the losers

This system works for two reasons:

- **Timing:** Annuity marketing is about timing, being in the right place at the right time when the prospect decides an annuity makes sense. ERMS is in contact every two weeks with a new offer of information

- **Trust:** The most trusted name in our industry,  provides the advantage to trust you and the information. More of your prospects will respond because of  and your association will benefit your business.

What is the cost?

ERMS is Free, free to the crew. Association with  and grow your business by offering value, developing trust, building relationships and making more sales.

The website, personalized by you and marketed by us is **\$75** a month (payable to webmaster and by credit card) and **NO** setup fee.

See Joe Rych for details 425 486-5575

100% outsourced, marketing is done for you, delivered to your email address.

But, our sample website is: www.retirevillage.com...

How does ERMS work and How does it Generate Leads?

Step One: An email offering to your database

Sample ERMS email offering sent under your name. The subject is **CD's, Annuities and Getting Higher Interest Rates.**

From: Bill Broich at Annuity.com

To: Mrs. Jones.....(every email is personalized)

Subject Line: Tired of low interest rates from your bank...Look!

The message in the opened email:

Mrs. Jones

Interest rates and guarantees.

Are you confused about where the highest guaranteed interest rates can be found? Are you confused about who is offering the rates and the best benefits? Are your funds guaranteed?

Many people have benefited from the enclosed information, just click on the link to access this important information.

www.linktolandingpage.com

(The landing page needs to be informative and of benefit)

Step Two: Landing page article



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Copyright GVA INC 2010

bbroichg@msn.co
m



Bank CD's or Issuance Company Annuities: Which would you choose?

Insurance Company Annuities and FDIC Member Bank CDs (bank certificates of deposit) are both safe and secure options for your important and safe money.

Insurance company annuities are guaranteed by your state of residence through a guarantee fund known as **“The State Guarantee Fund.”** The actual amount of funds guaranteed varies from state to state and the amount of the annuity value

will vary between \$100,000 and \$500,000. If a bank is a member of the **FDIC** your funds are guaranteed to a current level of \$250,000

Both vehicles have advantages and disadvantages:

- **Interest Rates:** Higher interest rates may be available with annuities since their returns are based on longer time periods.
- **Taxes:** Annuities allow for **Tax-Deferral**, annuities allow for the interest earned being tax deferred until a future date of your selection.
- **Liquidity:** Most annuities offer a 10% per year free withdrawal while Bank CDs may not allow access.
- **Probate:** Annuities can avoid probate by naming a beneficiary.
- **Flexibility:** Many Bank CD's offer plans with diversity and flexibility.

Want to learn more? Want to find out the highest current interest rates available? Just click on the button to learn all the important details.



.....For additional information and current available interest rates, [click here.](#)

Step Three: The click through

A box appears:

Hi, thanks for inquiring, I will get the information to you

immediately. First Name:

Email address:

Notice, no last name, no phone number, no invasive information request...why and how? Because you already have their contact information in your database!

Here is what you will receive.

Original Message -----

From: Beth

To: beth@gmail.com

Sent: Wednesday, July 21, 2010 6:46 AM

Subject: Ask The Pros Question for Bill Broich



Ask The Pros Question

Bill Broich,

Beth asked a question on 07/21/2010 at 09:46 AM.

Contact Info:

Name: Beth
Email Address: beth@gmail.com
Address: WA 98501
Question: **Interest rates**

Step Four:

Your normal selling style, you respond with the information, make an attempt to meet and expand your relationship



Value, Trust, Relationships.....Sales



The Four Steps to Making ERMS Your Marketing System

Number One:

Your image is vital to your new ERMS Marketing System. A professional photograph is important in conveying who you are and why people can trust you. I suggest using a professional photographer in a business or professional setting. Here is an example of a great professional photo.



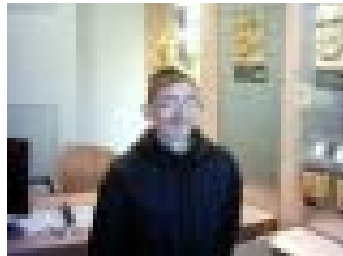
Looks Good and conveys trust and confidence. Take the extra step and have your business image speak for you.

Here is the opposite, and never go to the Passport Photo shop for your professional image....

Bad....



or



**Would you respond to either of these “professionals”?
Think about the power of your image on your
website.**

Your image is important, this is how you begin to build relationship, so hire a professional and act like a professional.

Number Two:

Your Motto. Your motto is a quick statement about who you are and what you stand for.

Here is mine: **I Solve Problems.** Here is another one I like to use: **Safe and Secure Always**

Here is a type of motto to avoid. **Everyone should own an annuity**

Your motto should be brief, to the point and a definition of who you are and what you stand for.

Number Three:

Your biography. Your bio should be short and to the point. It should be no longer than 3-4 sentences and allow the reader to be able to understand your services and what you have to offer. It should be vanilla and not filled with your career accomplishments or your advanced education accomplishments.

Here is a good bio.

Bill is known for helping people save money on taxes and lower their investment fees and expenses. Bill has helped many people enjoy a safe and secure retirement. Bill would look forward to working with you.

Bill and his wife Phyllis live in Grapeview Washington where they enjoy golf, camping and everything Washington has to offer.

Here is a bad bio.

Bill Broich earned his Master's degree at West Texas State University where he specialized in broadcasting and advanced tax planning.

He continues to advance his education by attending regional seminars sponsored by the local Chapter of Tax Educators. He belongs to the CPA Association of Washington, the CPA Association of North America and the Advanced Tax Planners of Hawaii.

Bill and his wife Phyllis live in Grapeview Washington where they enjoy golf, camping and everything Washington has to offer.

Number Four:

You need to begin to assemble your database. The system runs off your personal database, the people whom ERMS will email every two weeks. The website can transfer your database in several formats, just inquire.

What else? Call Joe Rych at 425 486-5575, he will get you set up with the correct paperwork and the correct billing information.

Next you will submit Number 1,2,3 and we will do the rest. This is a total outsource lead generation website (as far as the site is concerned).

But you have to the database management.

You must build the database with your clients, prospects and suspects. You may not use a list (the system will not work from a list) we will upload your list for you if you provide it on a readable file such as an Excel file. (call for all detail.

This is a partnership, here is what we mean.

We will manage your website as far as content, server service, look and feel. It will always be online and it will always have fresh content and meaningful content. You will never be embarrassed by this site nor will it be anything but as good as we can make it.

Every two weeks your database is offered information and an opportunity to receive additional information from you. Our email offering is a “Call to Action” which will help generates leads for you.

We manage all “opt outs” for you, if a member of your database chooses to not continue to receive information from you we will remove the person for you.

That is our guarantee.....wonder why we would guarantee this?

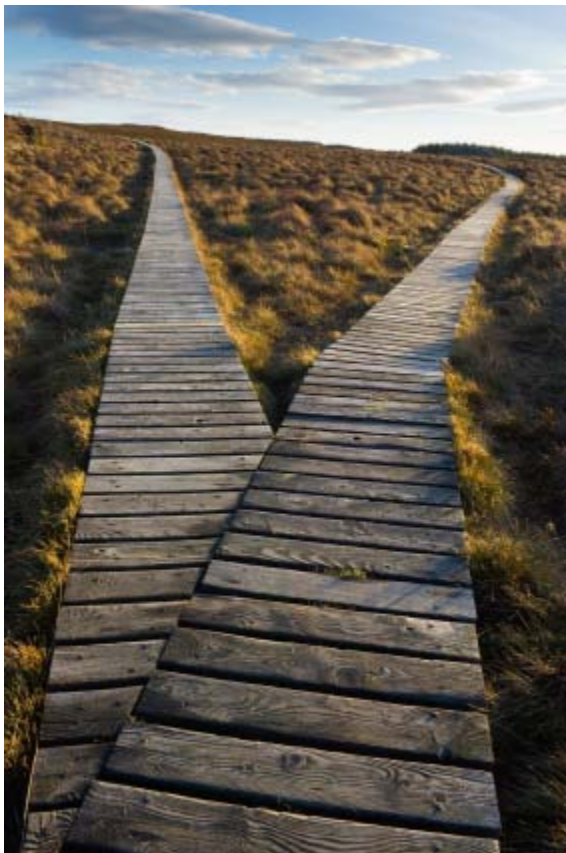
Because we use the same system ourselves.

Your part of the partnership? Sign up with Joe pay the Monthly maintenance cost. You enter your database in your website. You

promise to work the database and keep it fresh. You must add new names and build your database to make the lead system work. The database only will allow 1,000 entries. You will be granted permission (on request) to add more names if needed but under no circumstances will you ever be allowed to enter a “list” into your database.

The system will not work with names from a list. It will only work with people who know who you are and have agreed to receive additional information in a non-evasive manner from you.

If you work system you will gain free leads and you will build better relationships. If you just add names and do not work your database, you will be wasting your money.



Marketing Options

You can use ERMS for your individual marketing or to reach only your database for a specific event. Some examples might be:

- An email notification of your next seminar, time, place and subject matter
- An email notification of your radio show time and radio station
- If you keep birthdays on your data management sheet, you can use ERMS for an electronic Happy Birthday card....Anniversary etc. Special community notifications such as a community meeting or other important events and news.
- Local specific topics such as a reminder to Vote, Blood Bank drawing, Hospital news....

ERMS can be used for almost any type of internet marketing which can be used in a controlled email system.

A word to the wise: Overuse can do damage to your database members....offering information on a timely basis is positive.....emailing constantly is negative. Our twice a month drip is perfect timing.

Mrs. Jones, I was thinking about you.....

**This system is only available to
agents in the Annuity.com Crew
Join Us.....**

Disclaimer:

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.

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