

Attention: Insurance Professionals

FREE BOOK Reveals the Secrets of How to Get More Clients Easier with a Client Newsletter!

Get \$129.94 of industry-specific marketing publications delivered by mail (not just a download!) Just cover shipping & handling . . . but only while supplies last!

How can *you* get more clients easier? Well, when you get a fresh lead, you really have no clue where the prospect is in the buying process – the beginning, still gathering data – or at the end, ready to open their wallet.

You don't know if you are the first agent they contacted or the last information they seek before they commit. If you give up too soon, **you walk away from not only the potential commission, but also waste the money spent obtaining the lead AND lose out on repeat business and referrals** – all of which could have been gained with more communication.

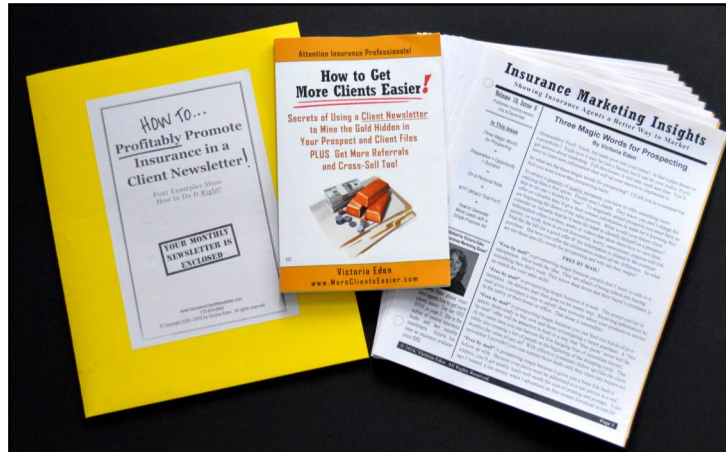
A quality newsletter program pays for itself by *profitably working leads months and even years later* – giving you a return on the investment of the newsletter AND the leads that might have been otherwise trashed. It slashes your marketing costs: you can buy fewer leads and still get more sales with less effort.

It takes too much time, money and effort to create a new client only to lose them to another agent. By staying in front of your clients with an outstanding newsletter you can expect not only a much higher retention rate, but to cross-sell them as well.

How much money did you lose last year because clients did not call you to buy again or refer a friend?

Could there be a gold mine of missed sales opportunities in your filing cabinet that you don't even know about?

If your clients are not coming back to you for ALL your products, you need a newsletter program!



Get the book (\$22.97), booklet (\$9.97) and a10 issues of *Insurance Marketing Insights*, a total value of \$129.94, 12 pieces FREE! (Just cover S & H)

Newsletter marketing is the **easiest, most time-efficient, cost-effective, relationship-building, status-raising, retention-enhancing and referral-inducing follow-up tool available to an agent.**

Looking at it that way, it's folly *not* to have an automated follow-up tool like a client newsletter!

If you want to get more clients easier, request

your book package today while it's fresh in your mind!

Request Your Book Package!

Yes, please send me your how-to-market insurance package FREE! (a \$129.94 value, 12 pieces!) I'll cover the shipping and handling of \$13.27. This is a risk-free offer. The book is guaranteed to be worth my time. If I don't agree, you'll send me a check for \$25 **AND all the materials are mine to keep!** The package includes:

- How to Get More Clients Easier*, ~~\$22.97~~ **FREE**
- How to Profitably Promote Insurance in a Client Newsletter*, ~~\$9.97~~ **FREE**
- 10 issues by mail of *Insurance Marketing Insights*, ~~\$97.00~~ **FREE**
- Shipping and handling **\$13.27** — **Your only investment!**

Name _____

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City _____ State _____ Zip _____

Email (required) _____

Two Ways to Respond

1. Cover S&H with a credit or debit card securely online at www.InsuranceClientNewsletters.com. Use promo code **ICN-3**
2. Mail this form and your check for \$13.27 to Victoria Eden, 3867 Spring Meadow Drive, Acworth, GA 30101

Offer restricted to insurance professionals.
Limit one per agent/address while supplies last.