

# Client Creation System's Newsletter Format & Frequency Options

	Format >>>>	11x17 Self-Mailer Version		8.5x11 Envelope Version	
	Frequency >>>>	Every Month	Even months only	Every Month	Even months only
Header with your photo & newsletter name	X	X	X	X	X
Funny stories & interesting tidbits	X	X	X	X	X
"Trivia Teaser" Q & A	X	X	X	X	X
"Quote of the Month"	X	X	X	X	X
"Zany Holidays"	X	X	X	X	X
"Random Fact File"	X	X	X	X	X
"Be a Better Buyer" industry featurette	X	X	X	X	X
Full-page consumer-education report	X	X	X	X	X
Optional "On a Personal Note" page	X	X	X	X	X
Referral rewards blurb	X	X	X	X	X
Full contact info	X	X	X	X	X
Just one postage stamp to mail	X	X	X	X	X
Fully customized and ready for the printer	X	X	X	No	No
Snazzy graphic headers for features	X	X	X	No	No
Cartoon on the outer cover	X	X	X	No	No
Puzzle or game	X	X	X	No	No
Photos & graphics	X	X	X	No	No
Expanded "Links & Lines" panel	X	X	X	No	No
Expanded referral panel	X	X	X	No	No
Printing & processing		Slightly lower printing costs		Slightly higher printing costs	
<b>Bonus #1</b> Report "How to Name Your Newsletter for Success"	X	X	X	X	X
<b>Bonus #2</b> Report "How to Get Your Clients to Write Rave Testimonials About You"	X	X	X	X	X
<b>Bonus #3</b> A subscription to "Insurance Marketing Insights" monthly newsletter by mail	X	X	X	X	X
Access to the "Insurance Marketing Queen" for questions and marketing advice	X	X	X	X	X
One-time initial set up fee * <b>No cost to rapid-response subscribers</b>	\$397 *	\$397 *	\$397 *	\$397 *	\$397 *
	<b>\$327 every month</b>	<b>\$180 every month</b>	<b>\$195 every month</b>	<b>\$107 every month</b>	

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