

# Client Creation Newsletter Program Subscription Agreement



Initial here to indicate you have read and understood each section.

## Paying for Your Subscription

The monthly subscription fee does not include postage, printing or processing. (If you do not already have a relationship with a printer, I can recommend one who specializes in newsletters and gives great service.)

Your payments are for the following month's publication. February's newsletter is created and paid for in January. This is an example of how a typical month would go: Content is created by the first week of the month. By mid month you would email me the names of referral sources and any other data for personalizing the following month's newsletter. A few days later you would receive your publication from me ready for the printer. During the month you would be charged for the next month's newsletter. (See below.) Then, later in the month, you would print and mail it for readers to get it the next month.

Subscription fees are automatically billed to your credit or debit card on the same date each month that you first signed up for my service. Visa, MasterCard, American Express, Discover and PayPal are accepted.

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## Additional Services

Ongoing concierge level service is available -- additional content, writing/formatting of a personal-news page with photos, coordination with printer, etc.

Additional niche editions of the newsletter can be created to serve the various subsets of your clientele. For example, if you do pension planning or group health insurance -- one version for the employers and a different one for the employees.

Additional content and services are also available on an occasional basis.

An alternating-month publication is available -- but selecting that option waives the right to refund. (This is a monthly subscription because that is what works best.)

A smaller newsletter, suitable for envelope mailing, is available at a reduced fee.

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## Managing Your Subscription

The content of the newsletter and special report is believed to be true and correct. Laws change frequently. There are differences in policy and practice between insurers and the various states. It is your sole responsibility to verify and alter the information presented so it complies with current laws where you sell.

Each month I create three newsletters, (1) Property & Casualty, (2) Retirement Planning, and (3) Life & health (and a special issue each December.) When you begin your client newsletter subscription, you may select one of those or alternate between them, whatever best suits your product mix.

To give you maximum value and choice, you will have access to all reports I've written since the inception of this newsletter program for my own agency. The list is long and ever growing. You may select one report from any category each month. Additionally, I will happily write reports on nearly any topic for use by you and other subscribers. Just ask!

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## Copyright Protection

**These are your rights to use the content provided under this agreement:**

Your subscription fee purchases LIMITED single-agent rights to my copyright-protected content. I permanently retain all rights to control the use and distribution of the material. A "single-agent" practice is defined as one primary agent/owner operating solo or having hired sales associates who sell under the main agent's name or agency number.

You have the right to alter the content any way necessary to convey your product mix, agency philosophy and personality. You may re-format it, delete sections, add material or photos, alter the writing style or make substitutions.

You have permission to distribute the content only these two ways:

1. You may distribute, display, mail or hand out unlimited hard-printed copies of the newsletter or special reports for the purpose of promoting your single-agent practice.
2. You may convert the newsletter and/or report into a "**protected PDF file**" (one that disables the "copy and paste" function and permits only low-resolution printing). The protected PDF may be sent electronically or posted to your company website. (If you do not have software to do this, just ask me. I'll do it for free.)

**These are the restrictions to your use of the content provided under this agreement:**

You may not delete, alter or move the copyright notice. The only exception is to update to the current year. The copyright symbol and my notice must always be clearly visible.

You may not share, sell or give my content to others for their use with or without compensation. Multi-agent practices are not an exception. (Additional agents in a multi-person agency can be added for a reasonable fee.)

The content may not be openly posted on the Internet, in full or in part, for example on your or any webpage, Facebook, blog, forums, etc. ("Openly" means the ability to copy and paste.) (See above.) You may not submit or post the content in full or in part to any site except your own business website and then only in the ways described in this agreement.

All other forms and kinds of distribution are strictly prohibited unless advance permission is secured in writing from the copyright owner, Victoria Eden.

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**Pause, Cancel or Refund**

You may pause your subscription for an indefinite period but not more than once a year. 30 days' notice is required.

There is no length-of-time commitment, however 30 days notice are required to cancel or suspend your subscription. That is because you will receive the content in advance. (See above.) Your payment comes after the creation of your newsletter but prior to mailing it to your list. One-month notice means you pay for the service already delivered and cancels the service thereafter.

There will be no refund or credit of subscription fees for months you choose (for whatever reason) not to send your publication by mail.

To get a refund during the **12-month Risk-Free Trial**, simply write, "I am not satisfied with my results and want my money back." Or something like it on your letterhead or fax coversheet. Sign it and email to Victoria@MoreClientsEasier.com with proof that you printed and mailed it. Your full subscription fees will be mailed to you within 45 days. Vital note: Anyone receiving a refund will be **barred from re-subscribing again**.

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**Notice: \$250 Reward for Referrals!**

If you refer someone to me who becomes a client-newsletter subscriber, I will reward you with \$250, paid as \$50 per month for the first five months of their subscription. There is NO LIMIT to how many bonuses you can earn so talk up my service!

I understand, agree to and am bound by these terms and conditions.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Printed name

\_\_\_\_\_  
Date

**Return this form by email to Victoria@MoreClientsEasier.com**  
**Victoria Eden (770) 974-6660 ♦ Client Creation Systems**

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