Attend the **Most Important** Insurance and Financial Advisor MONEY-MAKING Marketing Summit….Ever and Receive $381.89 in FREE Sales Tools

How to Thrive, Prosper and ENSURE that You Rise Above the Recession and Make 2009 A Super-Prosperous Year and Prepare to Profit As Never Before in the Fast-Developing New Economy

Hi <insert first name>,

It is vital that you read this letter in full now……and **respond no later than January 27th, 2009**

You are probably wondering why I sent you this letter in a bank bag. I would be too. When you attend this one day only **Insurance and Financial Advisor MONEY-MAKING Marketing Summit** and implement our secret strategies you will need this bank bag to take all the money you will make to the bank. That's a promise.

Warning: You could easily be locked out. This Insurance and Financial Advisor MONEY-MAKING Marking Summit was 50% sold out before I sent you this letter --- clients, word-of-mouth and anxious financial advisors insisted on pre-registering so they wouldn't be left out.

I know that if you have read this far you're probably interested in finding out about the cost (really the INVESTMENT) to attend. When, really you ought to be able to skip the explanation of the fee altogether and simply rush to register at whatever the fee is, to find out about how to rise above the Recession and make 2009 a Super-Prosperous year.

Really, the fee doesn't matter.

What DOES matter a great deal is what kind of life do you really want to have, what kind of business do you want to be in, what talents do you want to develop and what abilities do you want to acquire……**or whether you're content to sit on the sidelines and remain an envious spectator as your competitors win the financial game.**

I am going to break a copywriting rule and tell you about the investment to attend before I tell you about the spectacular and timely Insurance and Financial Advisor MONEY-MAKING Marking Summit that we have assembled for you. As you will see the investment is not an obstacle.

So…..here's the investment: $97.00. For that investment **we will feed you both breakfast and lunch and give you over $381.89 worth of materials that you can take home and begin to use immediately.**

Now that we got the price out of the way…. Let's talk about another reason you may have for not attending.

You may be thinking "I'm too busy and I don't have time to go to another dog and pony seminar"……

Of Course, You're Too Busy to Sit in a Seminar…..
And: How Will Another Darned Seminar
Energize And Improve Your Sales Anyway?

YOU, because, bluntly no one else cares as much about your business as you do. **It's a fact that most insurance and financial sales professionals work much, much harder than necessary to earn their living because they focus on selling – not on *marketing*.** When a financial sales professional discovers how to replace manual labor with media and tools, and work only with pre-sold prospects eager to meet with him, the financial advisor's entire life changes (not just his income).

This **Insurance and Financial Advisor MONEY-MAKING Marketing Summit** will be presented **ONE TIME ONLY IN PENSACOLA** and is your opportunity to take a fresh look at exactly what direct marketing is, how it can work for your business, and how you can do it. This is about replacing cold prospecting, begging for appointments, overcoming price resistance and rejection with CONTROL.

You do want more control, don't you? More control over sales, prices, margins, customers or clients, predictability of income, success? Then, do not miss this Summit!

Also, unless you are completely pleased with your income and how you earn it, as it is – and not at all worried about any storm clouds on the horizon – you *need* to consider doing different things differently. Just running faster on the same treadmill is really no answer. This **Insurance and Financial Advisor MONEY-MAKING Marketing Summit** will show you a very different path to huge breakthroughs. It's not about "survival" or even incremental gains; it is about large and dramatic improvement; doubling, tripling, multiplying profits. Making more with less stress, less anxiety, even less work. Financial Advisors just like you are constantly AMAZED at the huge, positive impact these methods have.

Hey, it's *easy* to say "no." It's easy to come up with an excuse not to attend. Easy to close your mind to new and different strategies, easy to continue with the comfortable and familiar. But no sales, profit, business or lifestyle breakthrough ever came from saying "no."

It's no secret that the economy is dazed, battered, bruised, limping along and appears as though it will continue well into 2009 or longer. How will you deal with this new economic reality?

As an Insurance and Financial Professional, if you give into fear, anxiety, hysteria and join those who are paralyzed by uncertainty and confusion by pulling back and withdrawing with a 'wait and see' strategy you are guaranteed to see your worst fears realized.

What I Can Tell You From PERSONAL Experience

I have been at the helm of my own business for 28 years. In my sales career, I have not only survived but learned how to thrive and develop an income that ranks in the top 1% of individuals in North America. I have been through three recessions, the 1990 -91 recession, the 1982 -83 recession and the granddaddy of them all the 1973 -74 recession where we had 10% unemployment, double digit interest rates, and double digit inflation. I know what it takes – mentally and practically – to do well when the going gets tough. I also know a lot about finding big, new, exciting opportunities in such times as these. The opportunity to grow and grab market share and "steal" good customers from competitors in every field and every place is HUGE – precisely because so many insurance and financial advisors pull in their claws, hide under the covers, and wave a flag of surrender. **I can promise you from personal experience that these are the conditions when fortune most favors the bold!**

We have had the pleasure of working with Steve Clark as our organization's sales trainer and personal sales coach for the last three years. Steve's training and coaching has dramatically increased the sales production and motivation of both our experienced and new producers.

**Bill Gunter, former Insurance Commissioner of Florida
Chairman, Rogers, Gunter, Vaughn Insurance, Inc., Tallahassee, FL**

Super Achievers have an Abundant Mentality. Steve's ability to help our producers develop and maintain this attitude is one of the reasons that he continues to be one of the most influential outside consultants that we use at First Protective.

**Andy Martin, CLU, ChFC, President
First Protective, Birmingham, AL**

All reports are that your breakout session was well received. I received a number of positive comments throughout the rest of the Convention. Our members noted your solid, down-to-earth content, as well as, your excellent presentation skills. You presented a great deal of information that agents in Florida need to know.

**Cindy Molnar, CMP,
Meeting Planner
Florida Association of Insurance Agents,
Tallahassee, FL**

On February 5th you will discover secret strategies that I have learned over the last 28 years that will help you take advantage of the opportunities that now exist. Attending this upcoming **Insurance and Financial Advisor MONEY-MAKING Marketing Seminar** will separate the puppies from the big dogs and expose who the real players are. Staying home will say something profound about you to others and to yourself. Signing up and attending will say something profound too. And what you say to yourself about yourself – right now - is of critical importance.

As you will see, in the remainder of this letter, we have worked overtime to put together a program and a group of speakers that are the envy of the industry. This one-time event will be your only chance to hear these industry experts.

That's why I am writing well in advance to offer you **our most generous early bird registration offer.** Simply, I want to bribe you into doing the right thing for yourself and your business and commit now to moving forward into the fast-developing New Economy that has been thrust upon us.

FREE REGISTRATION GIFT #1:
A 27 page Client Acquisition and Retention Manual. This comprehensive manual outlines ten step by step strategies that are guaranteed to help you retain valuable clients and leverage those relationships into more and more referrals. (Value $97.00) This alone is worth the price of admission.

FREE REGISTRATION GIFT #2:
An electronic copy (CD) of Steve Clark's newest book *Profitable Persuasion.* In this book Steve "puts the hay down where the goats can get it" by giving you easily digestible strategies and tactics that have taken him 28 years to learn and have helped him make millions of dollars. Whether you are an insurance producer, financial advisor or sales manager this book has nuggets and tidbits that will help you sell more and sell more easily. *(Value $14.95)*

FREE REGISTRATION GIFT #3:
1 year subscription to the New School Selling monthly newsletter. This newsletter is delivered to your front door each month with the latest and most up to date sales and marketing strategies. (Value $97.00)

FREE REGISTRATION GIFT #:4
A Game Plan for Success CD for increasing your personal or agency revenue through "market smashing" employee benefit communication tools and voluntary benefit insurance plans. This CD includes playmaker strategies for the employee benefits arena and a 90 day success plan. ($97.00 value)

ACT NOW!

FREE EARLY BIRD REGISTRATION SPECIAL BONUSES:
Register before January 27th and receive these two extra bonuses:

#1 *Prospecting To Fill the Pipeline* Audio CD (Value 37.97)

Listen to this CD and you will gain new insights that will help you gain control of your fears and turn a potential problem into an opportunity. Discover how to avoid rejection by building a bullet-proof prospecting plan. Develop new strategies and techniques that will help you use voice mail as a prospecting tool and turn gatekeepers into friends.

#2 *Cultivating Abundant Mentality* CD (Value 37.97)

Leverage yourself by developing new ways of thinking that will increase your wealth and literally attract people and circumstances into your life that will help you realize your dreams. Listening to

Using the methods you teach we have become one of the largest Workers' Comp agencies in the state of Florida. The financial rewards of this have been substantial. Your methods are on the cutting edge of consultative selling. I believe that any insurance agent in today's competitive environment will earn at least a ten-fold return on their investment if they implement the practices you teach.

Kevin Campbell, Owner
Campbell Agency, Panama City, FL

Steve, with your help and coaching, I was able to qualify for membership in the MDRT Top of the Table for the first time in my twenty-four years in the Life Insurance business. In addition to having a great business year, I was also able to take more time off to spend with my family and feel more comfortable doing so.

John Curry, CLU, ChFC
North Florida Financial,Tallahassee, FL

Last year was a productive one for me. Utilizing your ideas and weekly coaching, I was our firms top gun. I produced higher commissions than any of my prior twenty years in this business. The discussions and roll play we had prior to one appointment helped me place one life case that paid me over $40,000 in commissions. The time I used to spend chasing prospects and hoping for results is now better utilized. I feel more confident and energized than I have for years.

John Howard, CLU, ChFC, CFP
Rogers, Gunter,Vaughn Insurance, Inc.,Tallahassee, FL

this powerful message will help you develop mental strategies and secrets that will help you attract abundance and prosperity. All total that's $381.89 in Free Gift Value!!!

Now let me give you a preview of the Money-Making Marketing Summit itself.

Inside the "**Insurance and Financial Advisor MONEY-MAKING Marketing Seminar**"

Jay Stubbs, CLU, Area Sales Director, Protective Life

Client Retention Strategies: "How to Build a Fence Around Your Clients To Keep Competitors from Poaching"

Jay Stubbs, CLU, is the Sales Director for the Gulf Coast for Protective Life. In 2006, he qualified for the Million Dollar Round Table and earned his CLU designation. Jay serves on the State Board for NAIFA, the Board of Advisors for the Mobile Chamber, and the National Committee of the Young Advisor Team (YAT). He is also a member of the Planned Giving Council for the University of South Alabama and has been featured in *Advisor Today* Magazine and NAIFA's *YAT Chat*.

In this session, Jay will share with you Signature Selling Techniques that you can immediately apply. He will show how attention to detail during the application process (insurance and investment) can earn you more business and keep the competitors scratching their heads and trying to figure out what you do. His proprietary system of 10 Detailed Action Steps will help you earn more business, close more sales, develop new ways to market yourself and your business, inexpensively and effectively.

In August, my team set a State Farm life insurance record for all of North Florida and through September 10th we are 45% ahead of last month. My investment in your training is paying off handsomely.

Steve Fifer, CLU
State Farm,
Pensacola, FL

Steve Clark, CEO and Founder of New School Selling

Magnetic Marketing: "How to Develop a Direct Response Marketing Campaign that Eliminates Cold Call Prospecting and Has Prospects Waiting in Line to Talk with You"

For more than 28 years, thousands of Insurance and Financial Professionals have turned to **Steve Clark** for answers to their most vexing sales and marketing problems. Steve is the founder and CEO of New School Selling, an international sales and marketing consulting firm. He is one of Dan Kennedy's handpicked Independent Business Advisors. Steve is the Co-Author of ***Peak Performers*** with Dan Kennedy and the author of the soon to be released ***Profitable Persuasion***. He is also the author of the audio book, *Cultivating an Abundant Mentality*, the audio programs *Live Down Under*, *Golden Keys to More Effective Sales Management*, *Prospecting to Fill the Pipeline* and *Tools and Tactics for Profitable Persuasion. T*he business development processes he has developed are revolutionizing the sales and marketing world.

In this session you will discover why you should create a Unique Selling Proposition that you can use in direct response marketing to develop a consistent flow of new prospects who have qualified themselves and who are willing to invite you in. You will also discover the 3 crucial elements of an effective direct response advertising and marketing campaign that when done properly will guarantee you results.

Wayne Rimmer, District General Agent Colonial Life

Positioning and Differentiating Yourself from Competitors: "How to Bring More Value to Your Clients and Save Them Money at the Same Time"

Wayne's 15 year life insurance background is extensive and varied. His corporate experience ranges from Customer Service to Underwriting to Major Account Manager to Regional Enrollment Manager. For seven years, he partnered with HR Directors of large companies (2,000 employees or more) and their group benefits brokers to design and implement nationwide benefit enrollments. As a General Agent he now partners with local businesses to solve benefit challenges.

In this session Wayne will help you discover how you can provide more benefits to your clients at NO cost, increase the amount of service you offer without increasing your time, and bring solutions to them that help manage their cost. You will also discover how to diversify your income stream, strengthen your customer base and give your clients more options.

As my personal Sales Coach, your analysis of my selling process has been eye opening. The coaching suggestions you initially made resulted in an INCREASE of $16,000 in first year life insurance commissions the first 30 days we worked together. Not only have I increased my income but I have done so by working fewer hours than ever before.

Fletcher McKinney, Owner Advantage Insurance Agency, Inc., Lakeland, FL

Steve Clark, CEO and Founder of New School Selling

"How to Thrive and Prosper In This Recession: 8 Strategies Guaranteed To Help You Acquire More Clients and Increase Market Share"

The current economic slowdown will wipe out many businesses and eliminate millions of jobs. Will you be one of them? In this session, Steve will give you 8 practical, easy to implement strategies that will help you sell more and sell more easily, eliminate competition, and attract more of your ideal clients. You can take that to the bank – in the bank bag of course.

ACT NOW!

Reminder: FREE EARLY BIRD REGISTRATION SPECIAL BONUSES:
Register **before** January 27th and the two extra bonuses mentioned previously are yours!

By saying yes and attending this ‘**One Time Only’ Insurance Marketing Summit** you will discover:

- ✓ Why and how to go from “Annoying Pest to Welcome Guest”
- ✓ How to go from “Hunting to Attracting”
- ✓ How and why you should be “Marketing to the Affluent” buyer
- ✓ How to transition from “Random and Erratic Acts of prospecting / marketing to a system producing Consistent Results
- ✓ How and Why you should develop a Unique Selling Proposition
- ✓ A 3 Step Direct Response Campaign Guaranteed to get results
- ✓ The 3 Crucial Elements of an effective marketing and advertising campaign
- ✓ The Pros and Cons of 9 Different Advertising Media
- ✓ 7 Creative Strategies that businesses can use to increase their sales revenues
- ✓ How to build a fence around your best customers
- ✓ 4 things every business person must do to thrive in this economy
- ✓ How to Diversify Your Income
- ✓ How to Add Value to Client Relationships without Spending More Money or Time
- ✓ How to Position Yourself as a Problem Solver Instead of Product Peddler
- ✓ A 10 Step by Step Process to Increase Client Retention
- ✓ How to Gain the Client’s Trust by Positioning Yourself as a Trusted Advisor

As a Certified Financial Planner, I was frustrated with my sales process which wasted a lot of time and was ineffective. Since working with Steve Clark and learning a new more effective sales process, I have learned how to stay in control of the sales process and eliminate wasted time with prospects that are not committed to improving their financial future. My performance has increased substantially and I am now enjoying my career more than ever.

Gary Parsons, CFP
Rogers, Atkins, Gunter and Associates, Tallahassee, FL

WHEN? February 5th, 2009 8:30 am – 3:30 pm

WHERE? Scenic Hills Country Club, 8891 Burning Tree Rd (off Nine Mile Road), Pensacola, FL
Investment: $97.00 per person

WHO? Financial Advisors, P&C Producers, CSRs, Agency Principals, Underwriters, Office Managers and anyone else who wants to increase agency production.

To register complete the enclosed form and fax to 850-936-5223 or call 850-936-7028. You may also register online at www.newschoolselling.com/insurancesummit

Good Selling

Steve Clark

P.S. Here are The Top Five Reasons NOT to let the “R” word stand in the way of joining us at the most IMPORTANT INSURANCE AND FINANCIAL ADVISOR MONEY-MAKING MARKETING SUMMIT ever…….

<u>Reason #5</u> Since you don't dare invest money *anywhere* right now, you might as well invest in yourself, your know-how, your self improvement and your business.

<u>Reason #4</u> You aren't going to get a bail-out from anybody but yourself. And it's probably too late to be born to rich parents. Or to marry rich.

<u>Reason #3</u> As Dan Kennedy says, all weather is local. What happens in your business, finances and life STILL has much more to do with how YOU think, and what information YOU acquire, and who YOU connect with, and what YOU do, than with the goings-on in Washington or on Wall Street.

<u>Reason #2</u> You can't just "wait this out" and hope everything will soon return to "normal" because things will never be "normal" again. An entire New Economy is developing, presenting new challenges and new opportunities, requiring new strategies – which is one of the reasons we are calling this the <u>MOST IMPORTANT</u> MONEY-MAKING MARKETING SUMMIT ever.

<u>Reason #1</u> The Who's Who of the most successful Insurance and Financial Advisors in Northwest Florida, MDRT and TOP of THE TABLE members, agency principals, sales managers and top producers, millionaries and millionaire in the making…..all will be there to hear and learn from three insurance marketing experts who will be conducting this one time only event ever in Pensacola. It will be THE business event of the year and everybody who's anybody in the Insurance and Financial Advisor world is coming, so you just can't be the poor soul left at home. You know that if miss THIS you'll hate yourself when you hear how fantastic it was!!!

P.P.S.

About those bank bags. They are symbolic because there's just no telling how many million dollar breakthroughs will come out of this MONEY-MAKING MARKETING SUMMIT.

Steve's "NO STRINGS ATTACHED" Guarantee
My satisfaction is guaranteed.
Guarantee: If by lunch time of this event, I am not 100% satisfied I can return all materials and receive a full and complete, no hassle refund.
NO STRINGS ATTACHED

Registration Form
Insurance and Financial Advisor MONEY-MAKING Marketing Summit
February 5th, 2009

Name ____Date_____________________

Title (If Applicable) ____

Business Name (If Applicable) ____

Address ____

City _____________________________________ State ______________ Zip _____________

Phone _____________________________ Fax____

E-mail Address:____

METHOD OF PAYMENT

MC_____ VISA_____ DISC_____ AMEX______

Card Number____Exp. Date________

Card Holder Name ____

Signature____

Fax Completed Form to 850-936-5223 Attention: Cindi