Filling Up the Pipe!

We can accomplish the above by using a simple process to first turn Suspects into Prospects with the goal of ultimately turning them into Clients!

Finding Qualified Prospects to Sell Life Insurance too, is a Simple process of Elimination by changing them from Suspects to prospects!

Insurance agents generally wake up every day looking for a job and that job is to provide someone with a life insurance policy. In the past most people had to die to use their life insurance, not always a big incentive for the insured to buy a policy. In today's day and age that has changed, a life insurance policy, along with providing income or capital for your family if you die, can provide funds to help with major health emergencies like a heart attack, a stroke, or kidney failure, and or supply funds to provide home care or nursing home care if you have a catastrophic debilitating illness. You can even get all of these added benefits in low cost 10, 20, or 30 year level term life policies. In addition to the aforementioned benefits, some of these new policies have added low risk cash value accounts, if funded and structured correctly, can provide easily accessible cash emergency funds, or funds to help pay for your children's college education, as well as provide cash to provide supplemental tax free retirement income during your retirement years. Life insurance can do all of that, along with supplying peace of mind, for those of you who have taken on the responsibilities of providing for one's family even in the event something catastrophic should happen to them or their spouse.

With all of that being said you would think that this would be an "easy sale" and people would welcome you into their homes and offices to buy this great product with open arms. When it comes to life insurance the description as an "easy sale" is almost an oxymoron.

Due to a lot of misinformation and some pushy sales people whose number of misdeeds may have been blown out of proportion, not as many people want to meet or even talk to a life insurance sales person. Going forward there may come a time when they won't have to speak or meet with an agent to buy life insurance but for the most part we aren't there yet.

So how do we find qualified prospects?

Today there is still one great way to prospect, that's by using email. You may or may not realize it but if you set up your emails to be compliant with the CAN Spam Act, then you can send an email to anyone and it won't be considered spam. Make sure you obey the following rules and you can safely send out prospecting emails to anyone.

The 7 Essential CAN-SPAM Requirements

Here's a rundown of CAN-SPAM's main requirements. Think of this as a CAN-SPAM compliance checklist, straight from the FTC.

- **1) Don't use false or misleading header information. For example, your "From" and "Reply-To" addresses must be accurate and identify the person or business who sent the message.**
- **2) Don't use deceptive or misleading subject lines.**
- **3) Identify the message as an ad. The CAN-SPAM Act does give you some leeway in how you choose to do this**
- **4) Disclose your physical postal address.**
- **5) Make it easy to opt out of future communications. This typically means including an unsubscribe link within your message.**
- **6) Honor any opt-out requests promptly within 10 business days and follow all email unsubscribe laws.**
- **7) Monitor what others are doing on your behalf. Even if you hire an agency or contractor to handle your email, you're still legally responsible to comply with CAN-SPAM.**

I even recommend that you set up your email so that each and every email you send out has the correct contact information with a complete name, address, and opt out info in your email signature so that you are automatically compliant.

Sample Can Spam Email Signature:

This is the signature I use in all of my emails:

Louis G. LaBash
Toll Free:1-855-537-7477
Fax: 678-298-9859

We value you privacy, if you no longer want to receive these communications or believe there is an error, please call us at 855-537-7477, or reply to remove@5centleads.com to be removed from the list. Please allow 10 days to be removed from list.
Financial Scenarios LLC & 5 Cent Leads | 576 Woodshire Lane F-12 | Naples | FL | 34105 | 1-855-537-7477

The First key to Successful Email Marketing, is to first make sure that you Have a Well Targeted List of Easily Approachable, Qualified Suspects.

Email marketers have this saying "The money is in the List" and I believe that is correct. 5centleads, Http://5centleads.com, a Financial Scenarios LLC company can provide you with a list of 2,000 small businesses in a geographic area based on sales volume and number of employees. The list along with all of the basic contact information also includes owner's or management's contact emails, for just a $99.00 onetime fee. The list can also be run based on types of businesses like medical practices, dental practices, law practices, etc. Unless you have some special knowledge or skills marketing to the medical, dental, or legal practices, etc. which are areas that are highly targeted by Insurance Sales People and Financial Advisors, I would suggest you just go after all the businesses in your area of a certain size and sales volume which will also include some medical, dental, and legal professions.

The Second Key to Successful Email Marketing, is to first make sure that you aren’t spending your time blindly sending out emails and can unlock the results.

You have to have a means to track your emails, to see who opens them, when they opened them, as well as see if they clicked on any content or links that you included in the email, also see if any bounced. Many email service providers will do this for you but the catch with most, is they won’t let you send out any emails in bulk, unless the recipients that you are sending to have opted in, and have previously given you permission to email them. This makes it difficult to email to a list of new targeted prospects that you may acquire from a list vendor. When you purchase a list from 5centleads.com you can access a CRM that you can import the list into, you can email them from the CRM and tracks track the results. The CRM to track 250 contacts is Free. For up to 10,000 contacts it cost $49.95 month.

The Third and most important Key to successful email marketing is to have a Subject Line that will get Suspects to open your email.

The reason the subject line is so important is because it will enable you to determine, if what you are selling is of interest to the Suspect. If they open the email and even if they do nothing further and they don’t click on any links in your email or fill out a request for more info from, you still have an opportunity to call them to open up a conversation to see what they were actually looking for around the Subject Line Topic. You can even call them to ask if they rec’d the email, to see if it went to spam or if they just missed it, with the goal of opening up a conversation.

To Summarize:

- **Acquire a quality list (http://5centleads.com) 2,000 businesses is a 40 day supply of suspects to start. They are yours to reuse for any additional marketing campaigns. i.e. Term Life, Health Insurance, Retirement Planning, Annuities, Investment, P&C Sales, etc.**
- **Get the right software to manage the emails both in a CRM & Email Management Software available at no charge. (http://5centleads.com)**
- **Create the emails with a subject line based on what you are offering. (http://5centleads.com) can help with subject lines as well as additional email content, videos, and email landing pages (for an added charge, this is an example landing page: http://superroth.com/llabash)**
- **Send out a minimum of 50 marketing emails a day with the goal to get 2 to 4 or more of the 50 Suspects opening the email each day. The email software will generally inform you each day as to who opened the emails, if any bounced so you don't reuse them, as well as if any links in the email were opened.**
- **You then have to call the 2 to 4 suspects ASAP to see what they were actually looking for, then provide them with more information to move them from being a Suspect to Prospect!**

Questions: Call 5centleads Toll Free at 1-855-537-7477

Additional resources to help you find qualified prospects, build more relationships, close more sales, and to help build your Insurance Practice today and into the future!

Targeted Small Business Owner Lead Lists:

https://5centleads.com

Combination CRM and Email Marketing Software

https://5centleads.com/marketing-crm

IUL Relationship Building Marketing Videos & Email Scripts:

https://5centleads.com/7touches

Max Funded IUL Comparison Sales Software

https://tlgts.com

MGA Agent IUL Product Support Site:

https://taxfreemoneymachine.com

If you have any questions about anything discussed in this document, feel free to call or write:

Call: Louis G. LaBash at: 1-855-LESS-IRS

Email: louis.labash@financialscenarios.net

To set up a call, go to my Calendar: