

Keep your foot on the gas...

YOU COULD EARN UP TO TRIPLE BIZ BUCKS!

INSURMARK'S WINTER BIZ BUCKS PROMO NOVEMBER \$\$\$ DECEMBER \$\$\$ JANUARY

You've faced down adversity and figured out how to keep your business humming during this crazy and unexpected year. Don't stop now! At **InsurMark**, we are invested in you, and to show our appreciation for your hard work, we're upping the Biz Bucks ante. In November we'll double your Biz Bucks. In December, they triple. And in January we'll double your Biz Bucks. So keep pushing!

"Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit."

— CONRAD HILTON

WHAT CAN 3 MONTHS OF \$250K IN PAID ANNUITY PREMIUMS GET YOU?

For example, financial professionals and advisors who produce a minimum of \$250K in paid annuity per month in November, December and January could put those Biz Bucks toward:

17 RETIREMENT BLUEPRINT INTRODUCTIONS

Through our partnership with Retirement Architecture, you could purchase these **100% EXCLUSIVE introductions** to high-intent Boomer families who responded to our TV ads on FOX, FOX News, HGTV and Discovery Channel. These highly-qualified, affluent buyers:

- Filled out a six-page fact finder online.
- Received a Retirement Blueprint, introducing you as their single point of contact.
- Have an **average of \$750K in assets.**
- Are ready for a serious talk when you call.

With a 10% national close rate and guaranteed 33% contact rate, the Retirement Blueprint lead generation program is tough to beat.

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53 FACEBOOK LEADS

Advisors who tap into InsurMark's Catalyst digital marketing platform are glad they did. Along with several terrific turnkey email marketing campaigns, Catalyst makes it easy for financial professionals to set up personalized, targeted Facebook ad campaigns in their exclusive territories.

With a beefed up Biz Bucks Facebook ad budget, advisors typically average 53 Facebook leads. Facebook is definitely the place to be!

OTHER WAYS TO SPEND YOUR DOUBLE OR TRIPLE BIZ BUCKS

We know it takes money to make money, so we developed the Biz Bucks program to help our advisors and financial professionals grow. You can use Biz Bucks to pay for just about any marketing expense you can think of, including:

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|-----------------------|----------------------------|
| ✓ SEMINARS | ✓ BRANDING |
| ✓ WEBSITES | ✓ TARGETED LEAD GENERATION |
| ✓ TRAINING | ✓ CLIENT COMMUNICATION |
| ✓ PUBLIC RELATIONS | ✓ CONTACT MANAGEMENT |
| ✓ DIRECT MAIL | ✓ ILLUSTRATION TOOLS |
| ✓ AUTOMATED MARKETING | ✓ SOCIAL MEDIA |



Go further in 2020 with InsurMark.

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Revised Nov 2, 2020. Biz Bucks accrue from advisor's first paid premium each year and become redeemable when advisor's total paid annuity and target life insurance premium exceeds \$1 million during the same calendar year. MYGA and SPIA production does not qualify to earn Biz Bucks. Reimbursement only applies to marketing-related services and expenses.

How it works: Annuity and life insurance business submitted in **November earns double Biz Bucks**. When that business gets paid in December, we will pay Biz Bucks in January. Business submitted in **December gets triple Biz Bucks**. When that business gets paid in January, we will pay Biz Bucks in February. Business submitted in **January gets double Biz Bucks**. When that business gets paid in February, we will pay Biz Bucks in March.