A Quick Way To Generate Leads, Appointments and Sales!



Produced By:

IPS

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Do you honestly feel and believe that you are really helping people? Are you focused on making a ***'positive difference'*** in people's lives, instead of just making a sale?

Then who are the first people you should be helping?

Do you want your friends, family, neighbors, clients and prospects to call you when they have a problem, need your help or advice? Or, do you want them to call your competition down the street?

Who is going to take better care of them, you or a stranger?

Why would your friends, family, neighbors, clients and prospects call you, if they don't know what you do, or how you can help them?

Would you like a simple, quick, non-threatening way to let these people know about what you do and the services you provide?

How about sending them a simple, one page, *'Heart Felt Letter!'* **NOT** a sales letter!

Send them a letter that tells them that you are in the financial services business, what your specialties are, and how you are helping people families to improve their financial lives. The letter says to call you, if they need help, have questions or want a second opinion.

Here is a quick example...

Dear Chris:

A while ago, one of my dear friends got very upset with me because I had never let them know that I was available and could help him and his family with all of their insurance and financial matters. It dawned upon me, at that moment, that I had failed to let the people I care about most, to know about the work I do, and the services I provide.

Accordingly, here are a few ideas that many of my clients have found of value:

- ***How you can reap the upside potential of the stock market, without the downside risk!***
- *How to maximize your* ***tax-free retirement income*** *- with* ***NO*** *government limits on how much you can contribute right now.*

- ***How to pay-off your home 5-10 years early, without taking any additional money out of your pockets.***
- *The secret to **maximizing your retirement benefits**. What your accountant isn't telling you!*

I want you to know, that if you have any questions, want a second opinion, or I can be of assistance to you in any way, please do not hesitate to give me a call.

Yours truly,

P.S. If **Soaring Credit Card Is Causing You Sleepless Nights.'** Then, call today for a FREE copy of '***Living Debt Free And Truly Wealthy.'*** The booklet contains numerous suggestions on how to eliminate debt, and increase your current income, with safety and guarantees. Plus, how you can do it all without spending any additional money or changing your current life style! Call... xxx-xxx-xxxx

*P.P.S With your permission, I will be sending you my monthly **'Living Debt Free and Truly Wealthy'** newsletter.*

You'll notice this is **not** a sales letter. It does **not** say you are going to call them for a free consultation, or you are going to invite them to your upcoming free educational workshop. It does **not** ask them to do anything. It just tells them a little about what you do, and that you are there if they need or want your help.

Now the key is to follow-up. You have to keep reminding them that you are there, what you do and how you can help them.

The best way to do that is with your monthly newsletter.

*"Lew convinced me to use newsletters only three months into my career. I fought him every month for six months, until he had me look at their actual results. **After only six months I was getting new clients from referrals.** Two cases I thought I had lost, called me back to follow through on my recommendations. And, many of the people I knew, that I didn't feel comfortable approaching initially (friends, family and church members), were calling me to find out more about what I was doing."*

Starting right now, send everyone you know a *'Heart Felt Letter',* and then follow-up with your newsletter. (*to your friends, family, neighbors, clients and prospects*) It's an important key to your short-term success. But, what's even more important, it's a critical key to your long-term success.

You'll be amazed at the results.

© 2017 **Lew Nason, LUTC, RFC, CTA** All rights reserved Lew Nason, with his son **Jeremy Nason, RFC, CTA** are the founders of **the Insurance Pro Shop®** and the creators of the... Found Money Management™ Advanced Life Insurance Sales System... The most endorsed and successful life insurance prospecting and sales system available for today's insurance professional! Lew and Jeremy have been helping agents and advisors to achieve long-term success in the financial services industry for three decades. Their unique perspective, on how to truly help clients, has enabled scores of agents and advisors reach the top levels of their profession.

Visit their web site at http://www.insuranceproshop.com or
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