

## Meet New Clients with these Affluent Senior Leads

Subscribe to the senior lead service and get leads every week of seniors who need your help and are prepared to hear from you.



“We began the Senior Lead Booklet program... not knowing exactly what to expect so, we requested the largest available radius. I had no idea so many Seniors were on the Internet. I begrudgingly reduced our radius for the second time. We have so many leads that we can't keep up with them! I have carefully studied the demographics in our area and the responses are from the most desirable and exclusive locations. Many names are followed with DO., MD., CPA, Esq. etc. The largest percentages of people who make requests provide all their pertinent information. We offer all available booklets and wouldn't operate otherwise. As a comprehensive advisory firm, this provides us so many different opportunities to meet people.” *Thomas I., Novi, MI*

We advertise across the Internet, send card packs to seniors and also send emails to qualified senior lists (e.g. seniors that take cruises, seniors that get investment publications, senior homeowners with income \$50,000+). We attract the following types of people with an offer for a free copy of the following items:

- Annuity Buyers**  
These people respond to the ad for the booklet "**Annuity Owner Opportunities.**" These are people who have been thinking about, have interest in annuities or already own an annuity.
- People with Large IRAs or Retirement Plans**  
These people respond to the ad for the booklet "**IRA Distribution Mistakes and How to Avoid Them**" These respondents are typically larger IRA owners worried about distribution issues and are typically age 68 or over—nearing or already taking distributions.
- People That Want To Pay Less Income Tax (these are also annuity buyers)**  
These people responded to the ad for the booklet "**Six Strategies to Help Retirees Reduce Taxes.**" These folks want to cut their taxes and the booklet contains 6 solutions using annuities or variable life.
- Mutual Fund Investors**  
These people respond to the ad for the booklet "**Understanding Mutual Funds**"
- Long term Care Buyers**

These people respond to the ad for the booklet "**Avoid Mistakes in Buying Long Term Care Insurance**" and have been thinking about getting a policy.

❑ **People who want more interest**

These people respond to the ad for the booklet "**CD Shoppers' Guide.**"

These folks typically seek banks that pay more and also buy immediate annuities, bonds, bond funds and securities that provide income.



"[I] have been receiving leads from your program and I am very impressed with the quality of the people that have been responding. Although I haven't been signed up very long, I have received a half dozen or more interested prospects with two people having more than \$500,000 of investable assets that I am looking to do something with. Thanks for the program and keep the leads coming—prospecting couldn't be easier than this." *Danny H., Vancouver, WA*

When a senior responds from your area, we email you the lead types that you desire. The lead is about 2 minutes old. You can send the requested item immediately and follow up for a fast appointment. We can personalize the items you send with you photo, name, credentials, biography and contact information to separate you from other advisors (see <http://www.javelinmarketing.com/booklets>).

There is a nominal cost of \$149 to sign up (to reserve your zip codes on an exclusive basis). You pay \$18 for each lead you receive and you can stop the service at any time. You select the zip code and radius around that zip code from which you want leads (example: zip code 99999 and 25 miles around it).

Each lead contains the name of the senior, phone, address, email address and of course, the item they desire.

Please understand that these are not just names of seniors. These are people who receive a cold offer and respond that they want the item offered. These are very responsive seniors seeking help and improvement in their finances.

This service is all Internet-based. Check your zip codes now at <http://www.seniorlead.com/>. All you have to do is provide your zip code, your mileage radius desired and your credit card. You will be billed a \$149 start up fee and thereafter \$18 per lead (billing is done once per month). It's first-come, first-served on the zip codes! Once your zip code is taken, it's taken! You can however place your name on a waiting list and be notified if your zip codes become available. Please read our frequently asked questions.



"The lead generation program has paid for itself many times over. We are receiving 2-3 leads a day of qualified affluent seniors. We have received 23 leads in the last 30 days, 5 appointments and 3 over \$300,000 in annuity sales alone. The system has gathered momentum in the last week with leads coming in every day. When people contact us for information we are perceived as experts and our calls are welcomed!" *Lochlainn O., Willoughby Hills, OH*

# Frequently asked questions

## **I don't use any of your booklets. How can I subscribe to the senior lead service for the booklets?**

Seniors will see an advertisement that offers ONE FREE booklet of the six that we offer (see [www.javelinmarketing.com/booklets](http://www.javelinmarketing.com/booklets)). You need to be prepared to send what they request. If you send something else, you will lose credibility and diminish your chance for an appointment. Therefore, you need to order booklets or be ready to do so when you get requests. Note that you can send booklets that we provide you at no charge or booklets that we personalize with your photo, name, credentials, biography and contact information.

## **Can I email them a booklet?**

Yes. However, the physical booklet with the color cover, customized with your picture and information will make a much better impression than email. We still live in an era where something physical, something in print, will get more credibility than something that arrives via email. And the important aspect of the booklets is the impact that comes when the prospect receives the physical booklet with your picture. It positions you as an expert because seniors believe that writers are experts.

## **I have my own literature or booklets. Can I send that instead of your booklet?**

Yes, but you will get more appointments if you send the booklets that matches what the senior requests.

## **Some of your booklets don't apply to my business or I'm not licensed for the topics they cover. Do I still need to send them or can I select only a subset of the booklets to send?**

You only need go sign up to get leads for the topics that fit your business.

## **I only get your email newsletter and not the print version. What if a senior wants the print version?**

If you send the email version, that's okay. But you have a greater chance of converting the prospect to a client because items received in the mail have more credibility and impact than items received online. You will also have the senior's physical address to send other mailings. We recommend that you subscribe to both the email version of the newsletter (very good for converting **suspects to prospects**) and the print version (best for converting **prospects to clients**).

## **How many leads will I get?**

There is no way to tell in advance. The size of a radius you select and the density of population in your area determine the number of leads you receive. You will get more leads in New York City than you will in Iowa. You pay only for the leads you receive. You can always control the number of leads you get by enlarging or shrinking your radius around a central zip code.

## **What if I get too many leads? Can I limit the number I receive?**

You limit the number of leads you receive by the selection of your area (i.e. select a small radius). We suggest selecting a modest area and then monitor the number of leads you get during 30 days. If you want more or less leads, you can then enlarge or shrink your area (if zip codes are available).

## **Have the booklets and newsletter articles been NASD reviewed?**

NASD letters are located at <http://www.nasdletters.com>

## **My broker dealer does not let me send email**

We are obtaining the lead via the Internet or via email, not you. Then, you will respond to the lead by sending the physical booklet or print newsletter.

## **How do I get the leads?**

They come to you via email so check your email every day. Additionally, we store them for you. If you have any problems with your email, we have your leads stored and you will learn how to access them via the Internet once you subscribe to the service.

## **Can I download the leads so I can easily import them into my database or contact manager?**

Yes. The system allows you to download your leads in a format that is readable by most database, spreadsheet and contact manager software.

## **What happens to the leads that came into my zip codes before I signed up for them?**

Assuming the leads had not already been sent to someone else (which could happen if an advisor was in the program then dropped out and you took their zip codes), we keep track of all "unassigned" leads. If the lead is from less than 30 days ago, it will be sent to you immediately after you sign up into the program. So you could potentially get a lot of leads right away.

### **Do you guarantee the quality of your leads?**

We do our best to insure that the leads are qualified seniors who want improvements in their finances. Our Internet forms also require that all fields are completed. Beyond that we cannot make any guarantees about the quality of the leads. You are free to cancel the program at any time and you will have only paid for the leads that you received up until that point.

### **What about duplicate leads? If a senior signs up for the same booklet three times, do I get charged three times?**

If the same person enters the same information more than once in a certain period (currently 7 days), the subsequent leads will be ignored and you will not be charged. So under normal circumstances you should not be charged for duplicate leads.

### **What if I am dissatisfied with the service? Can I get my money back?**

You pay only for the leads you receive. You may cancel the service at any time, but leads you have already received are not refundable. If you cancel, you will be charged for any leads received but not billed up until the point you cancel. Any signup or service fees are not refundable.

### **I don't have a computer or I'm not comfortable dealing with the leads in email or downloading them. Can you just send me the leads on labels?**

Sorry, no. This service is all web-based and probably isn't for you. We suggest that you consider getting your leads by more conventional means, such as outlined in our Annuity and LTC Direct Marketing Systems.

**Check your Zip Codes now**  
<http://www.seniorlead.com>