

MyTopAgents Sales Idea

As a valued agent with MyTopAgents, we strive to do everything we can to provide you with the tools necessary to help make you successful in your insurance sales, from Long Term Care to Life to Disability Income and beyond.

In addition to the direct support we provide, we work closely with others who (1) offer special tools we feel may be of significant help to you and your practice and (2) have agreed to provide their support tools to our affiliated agents on a DISCOUNTED BASIS because of your affiliation with us.

Please review the following **Sales Idea**, and take advantage of the special discount made available through our relationship. Please keep in mind that your involvement is completely voluntary and that you should seek out approval (compliance or otherwise) as necessary from your own organization as to the use of any of their respective materials or offerings.



The Senior Guardian is a unique monthly information newsletter specially created for **adults, seniors** and their **families**. It is a proven marketing tool that allows professionals to optimize their **constant contact** with clients, prospects, organizations, and others in their business area. The newsletter contains timely adult, senior and family articles regarding: long-term care, estate planning, financial planning, annuities, retirement, medicare, supplements, health and wellness, enjoying life and more.

Each month professionals who are subscribers receive all **four** newsletter formats: **Handout, Mailer, Emailer, and Weblink**; which we think of as '**The Fearsome Foursome**' since the power of all four can *optimize* your sales and marketing plans and distribution strategy.

The Senior Guardian newsletters are: professionally crafted with high-quality graphics and color photos; are fully **personalized** for each professional; are viewed as **coming from you** as your new client service; and are **very cost-effectively priced**.

For a closer look at this unique professional sales and marketing tool and for the special MyTopAgents incentive discount information [click here](#).





Welcome ... MyTopAgents

We welcome the opportunity to provide professionals associated with **MyTopAgents** with a proven means of optimizing their sales and marketing plans, supporting their business success, and enhancing their recognition throughout their sales areas.

Most of your potential clients ... adults, seniors and their families ... will learn about professionals through referrals from family and friends. However, in most cases, the one they finally select is someone they **recognize**, have **confidence** in, and feel they can **trust**.

Even before you meet them; generating potential clients' **trust** is key to becoming the professional that people are familiar with. A proven approach to accomplish this is by providing them with consistent, reliable information that they need. **The Senior Guardian** newsletter does just that. It contains information on a variety of adult and senior topics and is fully **personalized** so that the newsletter is viewed as coming from you, the professional. The newsletters utilize high quality graphics and color photos, and are **very cost-effectively priced**. Each month, **The Senior Guardian** subscribers receive **The Fearsome Foursome**, the four newsletter formats: Handout, Mailer, Emailer, and Weblink, which can optimize their marketing plans and distribution strategy by applying the proven marketing approach of constant contact. This keeps you in the front of the minds of those ready now or in the future to engage in your professional service.

1. **Handout** – Ready to be printed as a 'tri-panel' and distributed to clients and prospects, to senior centers that you visit, and at seminars that you conduct.
2. **Mailer** – Ready to be printed as a mailer that can spark interest in your services with those individuals, couples and organizations who receive it.
3. **Emailer** – An ideal way to communicate your professional services with all those individuals and organizations that you want to contact via email.
4. **Weblink** – Can be linked to your website to encourage visitors, their family and friends, to come back each month.

Professionals associated with MyTopAgents receive a special 10% discounted rate of \$26.96 per month plus a one-time \$40.50 set-up fee (the standard fee is \$29.95 per month plus a one-time \$45 set-up fee). Be sure to enter MyTopAgents discount code: **5B6991ED9** in the ID Code field of the Order form.

We look forward to the opportunity of contributing to your sales and marketing plans and to your business success. To receive more information, view samples of all four newsletter formats, or to place a subscription order for **The Senior Guardian** newsletter, [click here](#).