

## Are you ready to stand out?

What makes you, you?

It's your demeanor, education and experience. All of this is important because, in reality, customers buy you first. I know many home office professionals think customers buy products or company names or financial ratings. I know that's not true because the rubber really hits the road when you, the independent agent, meet the independent customers.

For most of you who have survived in the life insurance, annuity, or even the securities industries, this part of sales is probably not an issue. Sure, we all want to improve our sales skills and closing techniques. A more dynamic seminar presentation is exciting but at the end of the day, what do you really need? For most of you, it's not a new product, a new sales presentation, or a new seminar. What you really need is: leads, leads, leads!

## “True passion for your business begins with “eating your own cooking.”

Selling and products are not the problem in our practices. Having enough qualified prospects is a huge problem. Guess what? Nothing will change on this front in 2010 – unless you make a change.

Here are several key questions:

- How much are you spending on your lead program?
- Are you targeting a qualified audience for your leads?
- Are you giving your target audience multiple avenues to contact you through?
- Are you branding yourself with a consistent marketing campaign and message?

Some will spend little and get almost nothing, while others spend a lot to get a little, and almost no one develops a Star Retirement Specialist image in their community. We have to break this vicious and costly cycle now.

Elevate your image and standing in your community.

Do the things your competitors won't:

- Advertise consistently to a qualified target audience.
- Evaluate what you've done in the past.



**Kevin Wingert**  
Founder

- Put together a business plan using activities that have worked in the past and eliminate those that don't.
- Develop a business budget that includes a marketing budget.
- Own the products you sell-True passion for your business begins with “eating your own cooking.”

When I decided to resign as President of American Equity Investment Life on Dec. 31, 2008, to start American Retirement Systems, I had choices. I could have stayed at American Equity or started American Retirement Systems on a small budget and golfed more. Instead, I put my personal financial worth on the line to build an Independent Marketing Company to help Independent Producers build great businesses. At ARS, we help you build and execute a business plan. We brand you as a Star Retirement Specialist in your community. We'll coach you, co-op your efforts and act as your marketing arm.

When starting my previous journey at American Equity, our company had \$35 million of assets. A dozen years later, we had nearly \$18 billion. We had a plan then, and American Retirement Systems has a plan now. In 2010, you need to ask yourself, what's my plan?

  
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**For more information**

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