

# Marketing & Retention System



**Turn your contacts into customers  
and watch your business grow!**

- Grabs Attention
- Develops interest
- Builds Desire
- ***Creates Action!!***



# Powerful E-Marketing does the work FOR YOU!



- Cost effective and SIMPLE to use
- Builds credibility and long-term relationships with customers
- Creates top-of-mind awareness to INCREASE USAGE!
- Gives you a recruiting advantage
- Differentiates you in the market
- Drives direct sales and REFERRALS!
- Builds RETENTION!!
- Use to Pre-sell, Sell, Post-Sell



Imagine 8-12 power-packed emails PER campaign going out *automatically* to help you with:



- 1. Your business launch (send to ENTIRE list)**
- 2. Consumer Marketing**
- 3. Consumer Retention**
- 4. Employee Retention**
- 5. ID theft Marketing**
- 6. ID theft Retention**
- 7. Broker Marketing**
- 8. Insurance Marketing**
- 9. Company Marketing**
- 10. Small Business Marketing**
- 11. Small Business Retention**
- 12. Candidate Marketing** (for SB, Group recruits)
- 13. Candidate Retention** (validation to SB, Group recruits)
- 14. Motivation for associates**
- 15. Recruiting into Direct Sales...and MORE!**

# **Marketing & Retention System**

## **The Final Piece to YOUR Success!**



**It will help you:**

- ✓ Market MORE memberships
  - ✓ Recruit MORE
- ✓ RETAIN the business you built!

# Consumer Marketing

Message 1

Sent Day 1

On 11/15/2011

**From:** John Hoffman <john@premiersolutionsintl.com>  
**To:** [Full Name] <[Email]>  
**Subject:** Do you have a will? Learn about our service!

## Do You Have a Will to Protect Your Family?

Hello [Fname],

If you don't have a will, because of the high costs, you're not alone! The average cost to prepare a will is \$800- \$1500! Keeping an up to date Will is vital in protecting the people you love. But many Americans avoid this essential document because they can't afford the time or legal expense. The good news is this legal service provides you with a Will absolutely **Free**! You will receive:

- Health Care Power of Attorney
- Living Will
- Standard Will Preparation

**Preparing your will could be the most important decision of your life!** A Will can protect your assets and helps minimize the chances of a contest over your estate. If you die without one, your estate may not be distributed as you would choose. Use a Will to:

- Provide for your family
- Specify who you would like to receive your property
- State your funeral and burial instructions
- Create a trust for minor children
- Disinherit a person(s)
- Name a guardian for minor children

Think it's complicated? It's not!

You can use this legal service and save money! You also receive yearly reviews and updates to your will at no added charge!

Prepare a Living Will at no additional charge when you create your Will, and have it reviewed by a qualified law firm before you sign!

Your legal solutions team,

John Hoffman

H: 865-966-1680

O: 865-966-1725

[john@premiersolutionsintl.com](mailto:john@premiersolutionsintl.com)

<http://www.premiersolutionsintl.com/about/find-an-agent/tennessee/john-hoffman-2/>



### Prepare your Living Will

#### Member Testimonials

- A member was quoted \$1500 for a will elsewhere and then prepared it with us for free!
- Member had many questions answered about her will and other estate planning needs.
- Member needed a will updated recently and was able to get it prepared in 2 days using her benefit.

# Consumer Marketing

Message 2

Sent Day 4

On 11/18/2011

**S**  
From: John Hoffman <john@premiersolutionsintl.com>  
To: [Full Name] <[Email]>  
Subject: Traffic issues with traffic violations? Learn about our service!

## Traffic Tickets Raising Your Insurance?

## **A** Put your legal service to work for You!

Hello [Fname],

Dealing with traffic violations can be costly and stressful. The good news is you can have a **Top Quality Law Firm** will assist you or your covered family members with moving traffic violations at no additional cost to you! Get help with traffic tickets without worrying about the cost of representation.

This legal service includes:

- Representation for moving traffic violations or speeding tickets
- Defense of auto-related criminal charges
- Driver's license reinstatement assistance
- Collection assistance for personal injury and property damage

**Don't waste time and money because you don't know your rights!**

[Get more information](#) on what your service includes and how it can assist you. Let your service save you time, money, and frustration!

For more information, please contact me at your earliest convenience.

Your legal solutions team,

John Hoffman

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O: 865-966-1725

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### Member Testimonials

Members can be represented in court.

A member got several tickets dismissed.

- Members can avoid arrest and points on their license.
- A member saved \$7500 with one phone call.
- A member had a large violation fee reduced to a small ticket.
- A member was able to get his suspended license back.
- A member avoided costly premiums.

**E**



# Consumer Retention

Message 1

Sent Day 1

On 11/15/2011

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- Health Care Power of Attorney
- Living Will
- Standard Will Preparation

**Preparing your will could be the most important decision of your life!** A Will can protect your assets and helps minimize the chances of a contest over your estate. If you die without one, your estate may not be distributed as you would choose. Use a Will to:

- Provide for your family
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# Consumer Retention

Message 2

Sent Day 4

On 11/18/2011

**S**  
**From:** John Hoffman <john@premiersolutionsintl.com>  
**To:** [Name] <[Email]>  
**Subject:** Having issues with traffic violations? Use your service!

## Traffic Tickets Raising Your Insurance?

### Put your legal service to work for You!

**A**

Hello [Fname],

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- A member was able to get his suspended license back.
- A member avoided costly insurance premiums.

**P**

**L**

**E**



# Direct Selling

Message 1

Sent Day 1

On 11/15/2011

**S**  
From: John Hoffman <john@premiersolutionsintl.com>  
To: [Name] <[Email]>  
Subject: Career in Direct Selling- the opportunity of a lifetime!



## **A** Direct Selling: Warren Buffet calls it the 'Best Investment I Ever Made'

Hello [Fname],

The Direct Selling industry has been growing steadily over the last twenty years, with explosive growth in the last ten years. It has been called a best kept secret but will not remain a secret much longer!

Direct Selling does not require any special education or business background. **It is an opportunity for ordinary people to earn extraordinary income!**

With a career in direct selling you can:

- Earn extraordinary income
- Work from anywhere in the world
- Be your own boss
- Enjoy freedom of time
- Create financial freedom for you and your family

Let me help you explore your next career move today.

For more information, please contact me at your earliest convenience.

Sincerely,

John Hoffman

865-966-1680

[john@premiersolutionsintl.com](mailto:john@premiersolutionsintl.com)

<http://www.premiersolutionsintl.com/about/find-an-agent/tennessee/john-hoffman-2/>



*'Over 10 million new millionaires will be created in the U.S. over the next 10 years- many of them will acquire their wealth by getting involved in the direct selling industry.'*

Paul Pilzer, author of The Next Millionaires

*'The beauty of direct selling is that it's all done for you. All you need to do is find a reputable company that offers a product or service you believe in and can passionately promote about.'*

David Bach, financial planner and best selling author

**E**

# Direct Selling

Message 2

Sent Day 7

On 11/21/2011

**S**  
From: John Hoffman <john@premiersolutionsintl.com>  
To: [Name] <[Email]>  
Subject: Direct Selling is the Business of the 21st Century!



Hello [Fname],

Are you tired of the never ending pressures you receive at work with no recognition or appreciation? Are you tired of the increasing demands and less gratification of your current career?

How would you like to:

- Work from anywhere
- Be your own boss
- Earn significant income with no ceilings
- Enjoy freedom of time
- Be in charge of your own destiny
- Create financial freedom for your family

The future of Direct Selling is looking brighter and brighter!  
**The industry is growing rapidly; there is not a better time for You to get involved.**

Let me help you explore your next career move today.

For more information please contact me at your earliest convenience.

Sincerely,

John Hoffman

865-966-1680

**P**

Click to watch video about  
Direct Selling

**WATCH VIDEO**

**L**  
*'Direct selling is truly one of the only businesses where every day people can attain their dreams of financial freedom by becoming business owners, but more importantly, it puts you in charge of your own destiny.'*

Robert Kiyosaki,  
author of 'Rich Dad, Poor Dad'



**WATCH VIDEO**

# Identity Theft Marketing

Message 1

Sent Day 1

On 11/15/2011

**S**  
From: John Hoffman <john@premiersolutionsintl.com>  
To: [Full Name] <[Email]>  
Subject: Is identity theft?



## **A** What is Identity Theft?

Hello [Fname],

Identity theft occurs when someone uses your personally identifying information without your permission to commit fraud or other crimes.

The Federal Trade Commission estimates that more than 10 million Americans have their identities stolen each year. This equates to a new victim every 3 seconds!

**Identity theft is the nation's fastest growing white-collar crime** and is very serious. People whose identities have been stolen can spend hundreds of dollars and dozens of hours cleaning up the mess thieves have made of their good name and credit record.

Consumers victimized by identity theft may lose out on job opportunities, or be denied loans for education, housing, or car because of negative information on their credit reports. They may even be arrested for crimes they did not commit. The potential for damage, loss, and stress is considerable.

Learn how you can have the leading risk management consultants in the world protecting your good name, so you can have peace of mind and enjoy your life...**for just pennies a day!** Contact me for more information.

Peace and protection is just a phone call away.

John Hoffman

865-966-1680

[john@premiersolutionsintl.com](mailto:john@premiersolutionsintl.com)

<http://www.premiersolutionsintl.com/about/find-an-agent/tennessee/john-hoffman-2/>

**WATCH VIDEO**  
Click to watch Video  
about Identity Theft

**IDENTITY THEFT**

**LEARN MORE**  
Click to learn more about  
Identity Theft

**E**

# Identity Theft Marketing

Message 2

Sent Day 7

On 11/21/2011

From: John Hoffman <john@premiersolutionsintl.com>

To: [Name] <[Email]>

Subject: How thieves steal your identity?



**A**

**How Do Thieves Steal An Identity?**



Hello [Fname],

Identity theft starts with the misuse of your personal identifying information- your name and Social Security number, credit card numbers, or other financial account information. For identity thieves, this information is good as gold.

**M**

Skilled identity thieves may use a variety of methods to get hold of your information:

- They may steal your mail, wallet or purse.
- They may get personal information from you by posing as legitimate companies through email, in a practice known as 'fishing'. Or they might lie to you on the phone.
- They may take your information from businesses or other institutions by stealing personal records, bribing or corrupting an employee who has access to these records, or breaking into your records electronically.

**P**

Learn how you can have the leading risk management consultants in the world protecting your good name, so you can have peace of mind and enjoy your life...**for just pennies a day!** Contact me for more information.

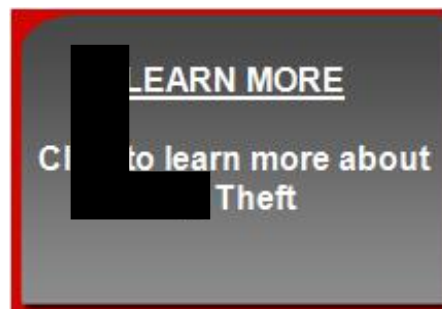
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**E**

# Small Business Marketing

Message 1

Sent Day 1

On 11/15/2011

**S**  
From: John Hoffman <john@premiersolutionsintl.com>  
To: [Fname] <[Email]>  
Subject: Issues with a supplier, customer, employee, or landlord?



REAL ISSUES ...

REAL SOLUTIONS ...

**A** Issues with Supplier, Landlord, Customer, or Employee?

**A** Solutions for the Small Business Owner

Hi [Fname],

In business, it is not always possible to avoid disputes. Whether your dispute is with a customer, supplier, employee or third party, our solutions are designed to help you spend your time and money growing your business.

These solutions have helped over 50,000 small business owners all over North America **protect and grow their businesses**.

You can also receive:

- Telephone Consultation
- Legal Correspondence
- Designed Consultations
- Contract/Legal Document Review
- Trial Defense
- IRS Audit Protection
- Debt Collection Letters
- Reduced Fee Services
- Reduced Contingency Fee Services LegalShield and Go Small Biz Services
- Imagine having access to your own legal department, tax department, accounting department, marketing department, human resource department, and technology/internet department. How? Anytime you have an issue with those areas, we assist you full-time with unlimited access to help you and we do that for as little as \$2.50 a day!



For more information about these tax deductible solutions, please contact me at your earliest convenience.

Providing Ultimate Solutions,

John Hoffman

H: 865-966-1680

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**P**  
**L**  
**E**  
"This service was a Godsend. When I needed them, they were there... helping me with my employee problems, quickly and efficiently. Their advice was perfect. And I know when my company faces a legal problem, I can depend on them. What peace of mind!"

- Richard Serrins,  
Serrins, Inc.



# Small Business Marketing

Message 2

Sent Day 5

On 11/19/2011

**From:** John Hoffman <john@premiersolutionsintl.com>  
**To:** [Name] <[Email]>  
**Subject:** Difficulty Collecting Money from Customers?

REAL ISSUES ...

REAL SOLUTIONS ...

## Difficulty Collecting Money from Customers?

**Affordable Solutions for the Small Business Owner**

Hi [Fname],

If you've been handed a bad check or had problems collecting money from your customers, the unfortunate truth is that it can be very difficult to collect the money you're owed.

The good news is- we have a solution for your business that will allow you more time and money to do what you do best in your business.

Our services provide you with the ability to have a law firm for consultation on a number of **personal** business issues. You can have a lawyer write debt collection letters and sue on your behalf. This greatly increases your chances of collecting on the debt.

- Through our solutions, you can also receive:
- Telephone Consultation
- Legal Correspondence
- Designed Consultations
- Contract and Legal Document Review
- Trial Defense
- IRS Audit Protection
- Reduced Fee Services
- Reduced Contingency Fee Services
- Pre-Paid Legal for your business and family
- Go Small Biz services to protect and grow your business
- Many More benefits

This solution will also provide you with your own:

- Legal Department
- Tax Department
- Accounting Department
- Marketing Department
- Human Resource Department
- IT Department

Anytime you have an issue with those areas, we assist you full-time with unlimited access to help you. And we do that for as little as \$2.50 a day.

For more information about these tax deductible solutions, please contact me at your earliest convenience.

Providing Ultimate Solutions,

John Hoffman



"Since using the plan, nine times out of 10 a customer will respond to us after receiving a collection letter."

-Tom Berry- Small Business Owner in Florida



# Small Business Retention

Message 1

Sent Day 1

On 11/15/2011

**S**  
From: John Hoffman <john@premiersolutionsintl.com>  
To: [Name] <[Email]>  
Subject: Issues with a supplier, customer, employee, or landlord? Use Your Small Business Plan!



**A** Issues with a Supplier, Landlord, Customer or Employee?

**Use Your Small Business Plan**

Hi [Fname],

In business, it is not always possible to avoid disputes. Whether your dispute is with a customer, supplier, employee or third party, our solutions are here to help so that you can spend your time and money growing your business.

We have helped over 50,000 small business owners across North America protect and grow their business for just a small fee!

Through your small business service, you can also receive:

- Telephone consultation
- Legal correspondence
- Designed consultations
- Contract/Legal document review
- Trial defense
- IRS audit protection
- Debt collections letters
- Reduced fee services
- Reduced contingency fee services
- LegalShield services
- Go Small Biz services

You now have access to your own legal department, tax department, accounting department, marketing department, human resource department, and IT department.

Anytime you have an issue with those areas, we assist you full-time with unlimited access to help you.

If you have any questions about your small business plan, please contact me at your earliest convenience.

Providing Ultimate Solutions,

John Hoffman

H: 865-966-1680

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"This service was a Godsend. When I needed them, they were there... helping me with my employee problems, quickly and efficiently. Their advice was perfect. And I know when my company faces a legal problem, I can depend on them. What peace of mind!"

- Richard Serrins,  
Marketing Analysts, Inc.

**E**

# Small Business Retention

Message 1

Sent Day 4

On 11/18/2011

**S**  
**From:** John Hoffman <john@premiersolutionsintl.com>  
**To:** [Name] <[Email]>  
**Subject:** Difficulty Collecting Money from Customers? Use your Small Business Plan!



**A** Difficulty Collecting Money from Customers?

**Use Your Small Business Plan**

Hi [Fname],

If you've been handed a bad check or had problems collecting money from your customers, the unfortunate truth is that it can be very difficult to collect the money you're owed.

The good news is- your Small Business Plan allows you more time and money to do what you do best.

Your service provides you with the ability to call a top-rated law firm for consultation on a number of personal and business issues. You now have a quality lawyer that will write debt collection letters and send them on your behalf. This greatly increases your chances of collecting on the debt.



Through your small business service, you can also receive:

- Telephone consultation
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- Designed consultations
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**E**

# Company Marketing

Message 1

Sent Day 1

On 10/19/2011

**S**  
From: John Hoffman <john@premiersolutionsintl.com>  
To: [Fname] <[Email]>  
Subject: Ever what SRHM says is one of the fastest growing  
voluntary employee benefits



**A**  
Finally, a plan that is low risk, low maintenance, straight forward,  
not complicated, and No Cost to the company!

Hello [Fname],

Legal and identity theft plans provide real solutions to real issues encountered by employees and their families today. You can offer this 'Now' benefit to provide your employees **protection and peace of mind** while keeping them **productive** on the job.

#### **M** DID YOU KNOW?

- Identity theft is the fastest growing crime in North America
- Approximately Half of your workforce will have to deal with a legal issue.
- Employees spend 600 hours away from work each year victimized by identity theft.
- Over 70% of your employees are dealing with a legal issue right now.

#### Why Should You Offer these Benefits?

- No Cost to your company
- Decreases absenteeism
- Increases Productivity
- Boosts employee morale
- Enhances your bottom line
- Offers peace and protection

#### **P** And the best part for You!

- Easy administration- **We Do All The Work**
- We handle paperwork for your payroll department
- Benefit cost to employees: only pennies a day!
- Employees cannot use the plan benefits against your company

This benefit is the **most requested voluntary benefit in North America** because we directly solve issues that affect your employees' lives, families, and work performance.

**Over 30,000 North American companies of all sizes have turned to our unique solutions to offer their employees!**

If you have further questions about our benefit options please contact me at your earliest convenience.

Your Benefits provider,

John Hoffman

*'This Legal Plan is easy to administer because they do all the work. The return on investment works and the program sells itself to employees.'*

Jeff Thompson, President and CEO of Edge Tech. Offering LegalShield to employees since 1991



**L**  
There has been a 60% increase in Fortune 500 companies offering legal benefits to their employees, which serves as a tool that attracts and retain talent to the company.

SHRM annual conference

# Company Marketing

Message 1

Sent Day 1

On 10/19/2011

**S**  
From: John Hoffman <john@premiersolutionsintl.com>  
To: [Full Name] <[Email]>  
Subject: To Diversity and Drive Revenue

## Diversify and Drive Revenue

**A** Five great reasons to align with us!



1. Add another revenue stream
2. Offer products in high demand (group legal care and identity theft)
3. Work with a national account expert
4. Save yourself and your clients' valuable time with our proven service
5. Another reason to touch your clients

### A Consumer Story

*"I never imagined I would be a victim of IDT. It was devastating to keep getting all the bills in the mail. My credit was ruined. Kröll's investigators went to work on my behalf to clear my name and even assisted FL police in finding the ID thief. I will not be without these services."*  
Member  
Johnson City, TN

**M**  
According to an article in Business Strategy Magazine, "Brokers are increasingly recommending group legal plans to their Fortune 500 clients as a tool to help them attract and retain talent at little or no cost to the employer. In the past five years, the number of Fortune 500 companies offering a group legal plan increased 40 percent." For more information on how you can diversify and drive **Your** revenue, please contact me at your earliest convenience.

Providing Ultimate Solutions,

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**E**

# Employee Retention

Message 1

Sent Day 1

On 11/15/2011

**S**  
From: John Hoffman <john@premiersolutionsintl.com>  
To: [Name] <[Email]>  
Subject: Do you have a will? Use your benefit!

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**A**  
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**P** Prepare your Living Will

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- A member needed a will updated urgently and was able to get it prepared in 2 days using her service.

**E**



# Employee Retention

Message 2

Sent Day 4

On 11/18/2011

**From:** John Hoffman <john@premiersolutionsintl.com>  
**To:** [Fname] <[Email]>  
**Subject:** Legal issues with traffic violations? Use your benefit!

## Traffic Tickets Raising Your Insurance?

### Put your legal service to work for You!

Hello [Fname],

Dealing with traffic violations can be costly and stressful. The good news is your Provider Law Firm will assist you or your covered family members with moving traffic violations at no additional cost to you! Get help with traffic tickets without paying the cost of representation.

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Members can be represented in court.

A member got several tickets dismissed.

- Members can avoid arrest and points on their license.
- A member saved \$7500 with one phone call.
- A member had a large violation fee reduced to a small ticket.
- A member was able to get his suspended license back.
- A member avoided costly attorney premiums.

E



# Insurance Marketing

Message 1

Sent Day 1

On 11/15/2011

**From:** John Hoffman <john@premiersolutionsintl.com>  
**To:** [Full Name] <[Email]>  
**Subject:** Legal Care and Identity Theft! A good complement to your business!



## Legal Care and Identity Theft: Perfect Add-On For Your Clients!

Hello [Fname],

**It is a good complement to your business:**

- This service is just like insurance. It looks like it, it acts like it, and commissions like it
- Not a threat to your agency but a complement to your sales program
- Enhance and diversify your income without changing your focus on what you do
- This is a product everyone is going to need. Who are they going to buy it from if not you?
- Always agent of record
- You can follow your clients instead of generating new clients continually
- Capitalize on out-of-state business with no license in most states
- No underwriting involved

**Sales lead-in for selling more of your services:**

- Good lead into the Life Insurance side of the business with the client's Living Will creation
- Generate income even when you lose the primary business and keep your foot in the door

**Compensation:**

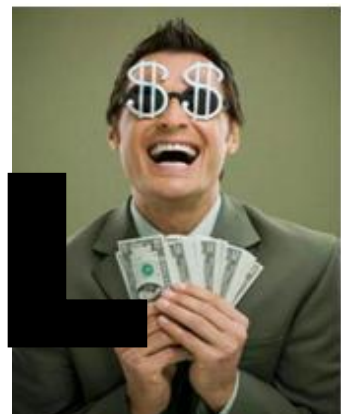
- One-year advance commission or as earned
- Renewals on the 13th month
- Overrides from building an agency
- Bonuses

*'Insurance agents are well advised to consider legal and identity theft plans now, while the market remains relatively open and yet to be explored.'*

**Broker World Magazine,  
March 2007**

Click to watch video that further explains this coverage  
[\*\*WATCH VIDEO\*\*](#)

**Looks, acts, but commissions better than insurance!**



The timing could not be better for your agency! Add an additional revenue stream that will provide individual income for years to come. To get started please contact me at your earliest convenience.

Give your earnings a boost this week!

Sincerely,

John Hoffman

# Insurance Marketing

Message 2

Sent Day 7

On 11/21/2011

**From:** John Hoffman <[john@premiersolutionsintl.com](mailto:john@premiersolutionsintl.com)>  
**To:** [Name] <[Email]>  
**Subject:** DiversifyDrive Revenue



## Diversify and Drive Revenue

Five great ways to offer Legal Care and Identity Theft with us :

1. Profit from an additional revenue stream

2. Offer a high demand product

3. Work with an account expert and gain access to extensive training and marketing support systems

4. Save your clients' money and time and give them peace and protection with this proven service

5. Timely and effective door to door new and existing clients

You can give added value to your clients while generating another significant stream of revenue.

Identity Theft and Legal Plans are the fastest growing service and most requested service in North America.

If you don't offer these services to your clients someone else will!

For more information please contact me at your earliest convenience.

Providing Ultimate Solutions,

John Hoffman

865-966-1680

[john@premiersolutionsintl.com](mailto:john@premiersolutionsintl.com)

<http://www.premiersolutionsintl.com/about/find-an-agent/tennessee/john-hoffman-2/>



You can make  
anywhere from  
\$1,000 per  
month to  
\$400,000 per  
year- it's up to  
you!



[greatlegalbenefits.com](http://greatlegalbenefits.com)

E

# Broker Marketing

Message 1

Sent Day 1

On 10/19/2011

**S**  
From: John Hoffman <john@premiersolutionsintl.com>  
To: [Full Name] <[Email]>  
Subject: To Diversity and Drive Revenue

## Diversify and Drive Revenue

**F** Five great reasons to align with us!



- A**
1. Add another revenue stream
  2. Offer products in high demand (group legal care and identity theft)
  3. Work with a national account expert
  4. Save yourself and your clients' valuable time with our proven service
  5. Another reason to touch your clients

### A Consumer Story

*"I never imagined I would be a victim of IDT. It was devastating to keep getting all the bills in the mail. My credit was ruined. Kroll's investigators went to work on my behalf to clear my name and even assisted FL police in finding the ID thief. I will not be without these services."*  
Member  
Johnson City, TN

**M**  
According to an article in Business Strategy Magazine, "Brokers are increasingly recommending group legal plans to their Fortune 500 clients as a tool to help them attract and retain talent at little or no cost to the employer. In the past five years, the number of Fortune 500 companies offering a group legal plan increased 40 percent." For more information on how you can diversify and drive **Your** revenue, please contact me at your earliest convenience.

Providing Ultimate Solutions,

John Hoffman

865-966-1680

[john@premiersolutionsintl.com](mailto:john@premiersolutionsintl.com)

<http://www.premiersolutionsintl.com/about/find-an-agent/tennessee/john-hoffman-2/>



**E**

# Broker Marketing

Message 2

Sent Day 7

On 10/25/2011

**S**  
From: John Hoffman <john@premiersolutionsintl.com>  
To: [Full Name] <[Email]>  
Subject: Add Another Revenue Stream

## Add Another Revenue Stream

**A** #1 Requested Voluntary Benefit in North America

**Legal services and Identity theft)**

Hello [Fname],



### What Brokers are Saying:

*"We have specialized in employee benefits for over 20 years. We know there are numerous programs an employer can offer, but most involve pure insurance. This is new; this is different and that's what employers like. The Identity Theft program provides protection against a new enemy whereas the Legal Plan offers protection, prevention And an incredibly useful service. If this isn't the fastest growing employee benefit in the U.S. today, it will be very, very soon. We want to be leading the charge."*

**M**  
It's a fact that with our current economy, many companies are cutting back on their benefits; however, we're finding that more and more employees are deciding to take advantage of our Identity Theft plan, whether it be employer or employee paid.

**P**  
According to Benefits Selling Magazine, 'The good news is that, despite the dark clouds of economic uncertainty, leading brokers are finding a silver lining of opportunity by providing best in class financial products and services. They are helping employers and employees overcome today's challenges and move purposefully and confidently into the future. **This is especially true for brokers who offer voluntary products, such as legal plans, placing themselves in a favorable position with current and prospective clients.**

We have a 'now' something they can start using as soon as they sign on the dotted line.

- **Upfront or as-earned commissions**
- **Average commission is \$120+ per life**
- **Commissions paid daily**
- **Residual income paid for the life of the account**

For more information please contact me at your earliest convenience.

Sincerely,

John Hoffman

865-966-1680

[john@premiersolutionsintl.com](mailto:john@premiersolutionsintl.com)

<http://www.premiersolutionsintl.com/about/financial-agent/tennessee/john-hoffman-2/>

**E**

# Marketing & Retention System



**Turn your contacts into customers  
and watch your business grow!**

- Grabs Attention
- Develops interest
- Builds Desire
- ***Creates Action!!***

