

Your target market for the COPS program, are the employees of the state department of corrections.

Once you have established yourself as a trusted advisor within the correctional facility, your client base will grow.

Correctional Officers are extremely fraternal as a group, all with similar risks, insurance and retirement programs.

Once you have educated a few CO's, you will begin to garner the trust of the all the employees at your assigned facility.

When you fully understand this niche market, you will be able to utilize these life insurance and retirement concepts with other state run organizations such as transportation employees, Highway Patrol Officers, teachers, etc.

