

"I am so excited about the opportunity that Unique Writers has provided me. After investing about \$400 in an unbelievable direct mail system, from my 1st mailing I received 39 fresh, new A leads with the client's information in their personal handwriting. Just from these initial leads received, I have written over \$4500 in life business, 1 single pay (SPWL) for \$12,500, and a \$135,000 annuity to boot.

After coming from a company where the leads were anywhere from 1-3 years old, and pounding the phones for up to 20 hours a week, this has been an unbelievable experience working with these types of tools. Receiving a lead that is less than 30 days old with the client's information in their own handwriting makes a HUGE difference in the number of people that you are able to get in front of and actually help. Unique Writers has provided me with a great structure along with a full range of extremely competitive products to keep pace with today's fast growing market."

*Brandon B – MI*

## Brandon's Approach

### 1. Phone call - Make contact with the client immediately!

Hello Matt? This is Brandon calling. A few weeks back we mailed you a pink card about new senior benefits in the State of Michigan. You filled it out and sent it back into us. Do you remember that card? Great Matt!! I just need to verify a few things before I can get this out to you. I have your spouse listed as Mary, your date of birth as 07/18/1960, and your address is 123 Main Street... is all of that correct? Perfect.

The reason I was contacting you, is that we're finishing up in your area today and I have time to get the information you requested out to you at either 1:15 or 3:15. Which one would work best for you and your wife for about 10-15 minutes?

*If that time doesn't work, give them another choice that day or the next day. Remember you're extremely busy even if you're not. You MUST create the importance!!! They wouldn't have taken time to stop, open the mailer, fill it out, and mail back to us if it wasn't important. If the client gives you much resistance, STOP. Take a step back and let them know "if now is not a good time I will contact you next time I'm in the area." Put them in for a door knock later in the week when you're "back in the area."*

*Your job is simple -- figure out what program they qualify for, leave them the information, and answer any questions they have. NOTE: DON'T RELY ON PHONES ONLY!!!!!!!*

### 2. Scripted Door Knock

Hi Matt? So sorry to stop by unannounced, but I was just a couple of blocks over and as I drove by I noticed the car in driveway. A few weeks back you filled out this card and sent it back into us (show card w their writing) about the senior programs in Michigan. I don't normally just stop by, but I've tried calling a few times... I must have been calling at the wrong time. What this is about is new programs in Michigan designed to help seniors just like you.

I figure out what you qualify for, and answer any questions. Do you have 10 minutes??



*You WILL get objections on the phone AND in person. REMEMBER to be assertive... but very nice. Make it important to them!!!! Above all, go in with feeling that you are there to help them. Whether it's getting them a will, a prescription discount card, or writing a policy that's \$200 a month in annual premium.*

*Treat every client the same way. They all need your help. If you hope to be successful in this business work the door knocks into your routine. I can't begin to tell you how many sales I've made this way. It's a little awkward at first, but they're not expecting you and have no time for pre-conceived notions.*

*And REFERRALS!!!! REFERRALS!!!! REFERRALS!!!! Don't EVER leave the home without them.*



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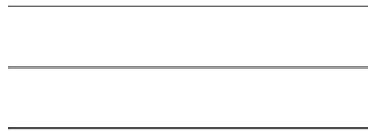
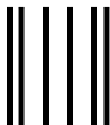
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For your **free copy** of the new brochure please mail the attached postage paid reply card today.

