National Life Group®

CPA ADVANTAGE®

Joint Marketing Workbook

OPPORTUNITIES | PARTNERS | EXPERIENCE

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This workbook is a tool to help you and your advisor partner develop a defined strategy to effectively integrate financial services into your practice.

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Get Started by Defining Goals and Objectives

Begin with the end in mind

Identify three specific goals you want to accomplish as the result of your CPA Advantage relationship:
(Make sure your goals are specific, measurable, attainable, realistic, and have time frames)

1. ____________________
2. ____________________
3. ____________________

What are the top three reasons you think your clients will be interested in your involvement in a financial services offering?

1. ____________________
2. ____________________
3. ____________________

What are your biggest concerns about offering financial services?

Why are you interested in offering your clients financial services?

When do you plan to “get started?”

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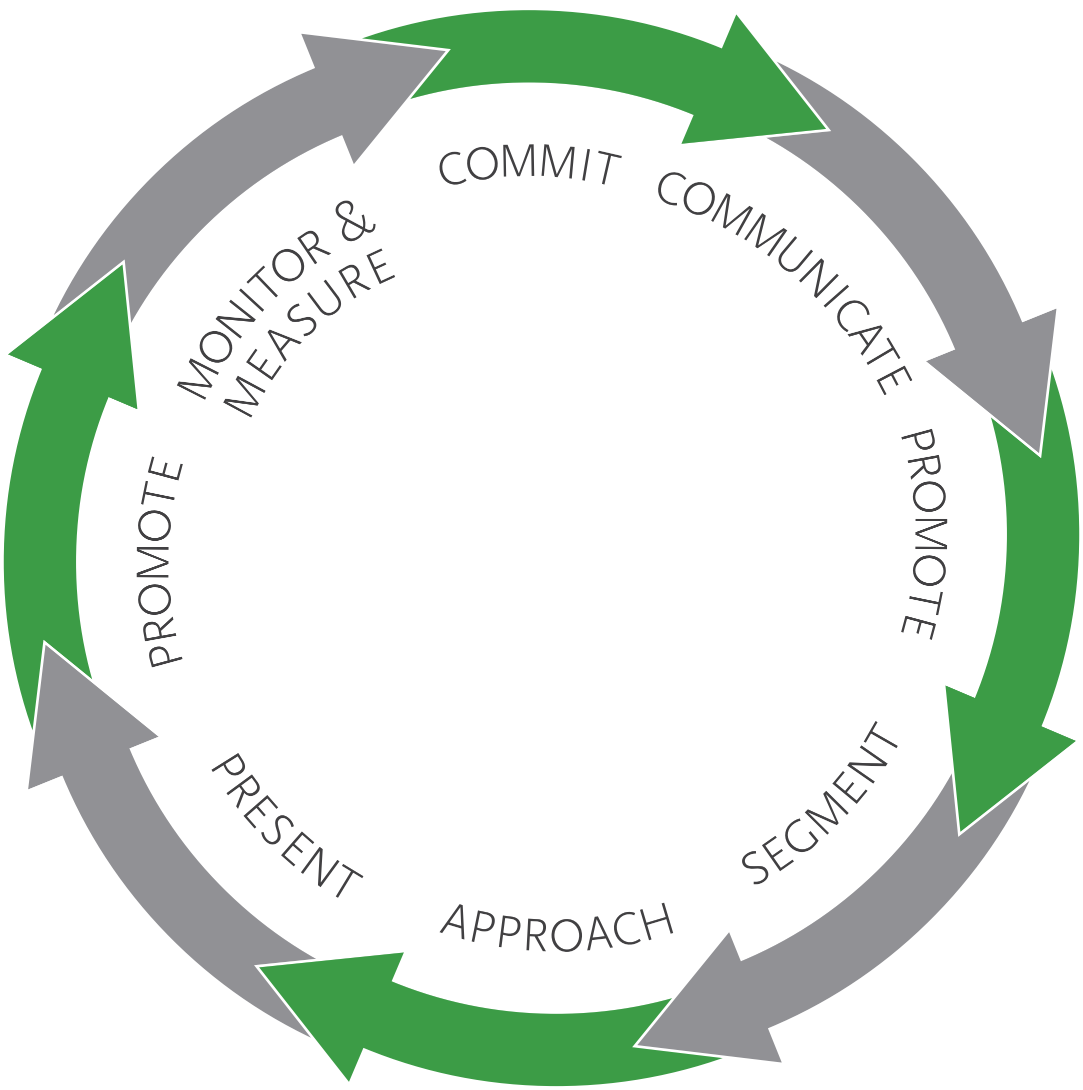
Your **Marketing Strategy**

Defining how you and your CPA Advantage partner will move forward together is an important next step. Create your marketing strategy. Consider breaking your plan down into "short" achievable segments. We recommend breaking down the following marketing initiatives over 12 week blocks.



Commit

Compensation Arrangement

Which partnership option are you most interested in?

◯ Joint Marketing ◯ Strategic Alliance – Fees ◯ Strategic Alliance – Commissions

Why? *Define, discuss, and write down your compensation arrangement.*

____

____

____

Communicate

Determine how you will communicate your partnership arrangement to your team, your clients and your community.

- Review your marketing strategy with your team, seek understanding and gain buy-in.

Best Practices

Send announcement to your clients, introduce the new added value services they will now have access to, and let them know that you will be reaching out to them in the future.

Promote

Create, or modify, marketing materials to promote your financial services partnership.

- Customize your firm brochure
- Update your website
- Update your social media, if applicable; LinkedIn, Facebook, etc.

Segment

You will be most effective if you segment your clients based on "potential need". From the list of concepts below. Select the first four you will promote.

◯ Buy-Sell
◯ Executive Bonus
◯ Split Dollar Loan
◯ Estate Planning
◯ Charitable Giving
◯ Premium Finance
◯ Qualified Plans
◯ Life Insurance with Living Benefits
◯ Policy Review
◯ Other

We recommend a minimum of one concept every 12 weeks. Based on the partnership arrangement you have chosen either you, or your agent partner, will take responsibility for reaching out to your clients to create awareness and schedule an appointment.

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Your **Marketing Strategy** continued...

Approach

An approach is the method you will use to introduce your prospects and clients to the concepts you now support. You have two options:

1. One-on-one:

Send either a pre-approach letter or email followed by a phone call to schedule a complimentary, no obligation appointment.

Once you are face-to-face with a client (or prospect) marketing materials have been developed to present the concept.

- **Marketing flyers:** One page flyers that highlight the concept.
- **Advisor Planning Concepts:** Detailed marketing brochures that define the concept and provide specific detail.
- **PowerPoint Presentations:** Advanced Marketing has created PowerPoint presentations to support concepts: 1) Define the problem, and 2)Try on the solution

2. Group:

Seminar and workshop marketing is an option when you want to market to groups.

- **Seminar Marketing:** Formal seminars are designed for larger groups
  - A Seminar Planning Worksheet (Page 12) will guide you through the development of your seminar strategy
- **Workshops:** Smaller more intimate workshops are used most often with targeted groups.
  - A Workshop Planning Worksheet (Page 14) is available to guide you through your planning process.

Present

To present appropriate solutions and options, facts must be obtained from your client (or prospect) based on their goals and objectives.

Your agent partner will manage the data gathering along with presentation development and delivery.

Service

To keep financial services top of mind you want to maintain communication and provide ongoing customer service. Some ideas to consider include:

- **Newsletters:** Incorporate articles regarding financial services concepts into your existing newsletter.
- **eMarketing:** On a monthly basis send your clients an email highlighting short topics of interest.
- **Annual reviews:** Once a financial services client it is important to annually review their situation to determine if any changes occurred in their life, or their business, that may impact their financial planning strategy.

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Monitor and Measure

To assure your plan is working, monitor and measure your success. Review on an ongoing basis with your CPA Advantage partner. Make adjustments as Send announcement to your clients, introduce the new added value services they will now have access to, and let them know that you will be reaching out to them in the future.

With the big picture in mind use the Marketing Strategy Worksheet (Page 8-9) to define your marketing strategy for the first 12 weeks.

An additional worksheet is included to help you continue to build your strategy. Complete a new worksheet every 12 weeks (Page 10).

Detailed Marketing Strategy: **First 12 Weeks**

Date: ______________________ to ______________________

What	Who	When	Cost	Complete
Commit: Life and Health License (if applicable)				
1. Order study material				
2. Attend class or complete self-study course (dependent on your state rules)				
3. Schedule test				
4. Complete and submit licensing paperwork to the state				
5. Upon approval, submit contracting paperwork to NL using NoMoreForms	Field Manager			
Commit: Securities (if applicable)				
1. Establish date to join Equity Services, Inc.				
2. Complete and return contract papers to ESI				
3. Register your office as a branch office of ESI and display appropriate signage				
Communicate				
1. Share your marketing strategy with your internal team				
2. Send an announcement to your clients				
3. Publish a press release				
Promote				
1. Customize your firm brochure				
2. Update/create your website				
3. Update Social Media				

What	Who	When	Cost	Complete
Segment				
1. Identify first concept				
2. Create client list to match profile				
Approach				
1. Send pre-approach (letter or email)				
2. Make phone call				
3. Schedule appointment				
4. Organize materials for presentation				
5. Seminar (Complete Seminar Marketing Strategy)				
Data Exchange				
Review/Clarify process; data				
Service				
• Newsletter				
• eMarketing (email campaign)				
• Annual reviews				
Monitor and Measure				
• Maintain records				
• Review/Discuss results				

Detailed Marketing Strategy: **Next 12 Weeks**

Date: ______________________________ to ______________________________

What	Who	When	Cost	Complete
Segment				
1. Identify concept				
2. Create client list to match profile				
Approach				
1. Send pre-approach (letter or email)				
2. Make phone call				
3. Schedule appointment				
4. Organize materials for presentation				
5. Seminar (Complete Appendix B)				
Data Exchange				
• Review/Clarify process; data				
• Service				
• Newsletter				
• eMarketing (email campaign)				
• Annual reviews				
Monitor and Measure				
• Maintain records				
• Review/Discuss results				
Other				

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Notes

Seminar Marketing Strategy

Planning Worksheet

Activity	Who	When	Cost	Complete
Activity – 12 weeks prior				
Conduct initial planning meeting				
Select date				
Select site				
Identify mailing list				
Determine mailing size				
Design invitation/brochure/reply card				
Design handouts				
Design audio visuals				
Identify equipment needs				
Book guest speaker(s)				
Design site directional signs				
Submit all materials for compliance review				
Confirm meal service with site				
Confirm liability insurance				
Activity – 8 weeks prior				
Order mailing list				
Print invitation/brochure/reply cards				
Order mailing envelopes				
Activity – 4 weeks prior				
Address, stuff, seal and stamp envelopes				
Mail invitations				
Send deposit to facility				
Confirm logistics with guest speaker				
Review specs with site manager				
Activity – 2 weeks prior				
Place ads				
Enter registrants name in tracking system				
Assign support staff to seminar				
Create feedback sheet (evaluation form)				
Purchase participant notebooks, name tags, etc.				
Phone non-responders to confirm invitation was received				

Activity	Who	When	Cost	Complete
Activity – 1 week prior				
Confirm registrations				
Discuss last-minute instructions with site manager				
Follow-up with guest speaker				
Check equipment and audio visuals				
Activity – 1 Day prior				
Confirm food/beverage service				
Confirm seminar room layout				
Follow-up with guest speaker				
Pack everything needed for meeting				
Activity – Day of seminar				
Transport all materials to the site				
Arrive at least one hour before start time				
Position directional signs				
Inspect room layout				
Inspect registration table				
Check AV equipment				
Meet site manager – confirm food/beverage service detail				
Register attendees				
Provide handout materials				
Deliver seminar				
Collect feedback sheets				
Activity – Post seminar				
Create thank you note				
Mail thank you note				
Call attendees to schedule appointments				
Call those that had confirmed but did not attend to schedule appointment				
Next Steps				
Evaluate seminar				
Measure results – ROI				

Workshop Marketing Strategy

Planning Worksheet

Workshop Activity	Who	When	Cost	Complete
Identify concept to present				
Identify clients with common need				
Select date				
Call each client and invite them to your workshop/luncheon				
Select presentation				
Develop audio visuals				
Create handouts				
Submit materials for compliance review				
Identify equipment needs				
Contact caterer to deliver luncheon				
Confirm attendance				
Manage workshop/luncheon				
Thank you note to those that attended				
Schedule one-on-one meetings				
Evaluate results/measure ROI				

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Monitor and Measure **Results**

The following worksheet is designed to help you monitor and measure business generated as the result of your marketing initiatives.

Client	Concept	First Meeting	Presentation Meeting	Premium/ Investment	Status	Close Date
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						

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