



AMP

AGENT MARKETING PORTFOLIO

CHOOSE FROM
OVER \$1000
IN FREE
MATERIALS
INSIDE!

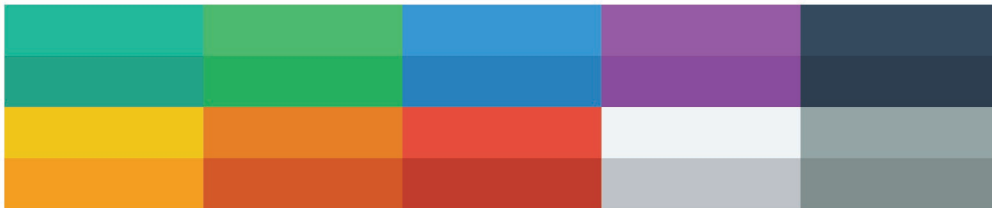
Au Courant Collection

au courant 1a : fully informed : up-to-date

<trying to stay au courant> **b : fashionable, stylish**

<au courant outfits> **2: fully familiar : conversant**

Our *Au Courant* collection, as its name suggests, is designed to feel familiar yet stylish. Pulling from Google's material design concepts we used beautiful photos, flat colors, sharp edges, and shadows to give depth and weight to these designs. We feel that this style of design gives the finished printed pieces the ability to stand-out in the sea of look-alike business cards, postcards, and mailers. You need only look at a modern smartphone to see the influences of technology and minimalism on this particular collection.



The colors above reinforce the simple beauty that our *Au Courant* collection can bring to your business. Important and engaging content isn't enough to grab and hold a customer or potential client's attention. Your potential clients *crave well-made, visually stimulating art* that delivers important content to them in a *beautiful, but unobtrusive manner*. Good design brings your clients to you, good content and value keeps them with you.

Here at our office, we love the *Au Courant* collection, and we're confident you will too.

We're not sure why the "*soup de jour*" sounds better than other soups even when it's just chicken noodle. There's a certain "*je ne sais quoi*" to the phrase.

"*Je ne sais quoi*" is a French phrase used to describe something that is attractive or alluring but you can't explain why.

Our *Au Courant* collection has no "*je ne sais quoi*," we know exactly why it is attractive.

Au Courant Collection: Business Cards



The *Au Courant* Business Card is an exercise in modern design. A subtle gradient flows from the bottom left hand corner and fades into the center giving a base for the *important numbers and contact info your clients, prospects, and potential networking partners need*. Your name and information is featured prominently in a black sans-serif font. All of this atop a sprawling urban landscape that almost *extends off the edge*. Show your client that you have the big picture in mind, but you know when and how to focus on smaller pieces of the whole.

This design is certainly modern, but there is a timelessness to the style that we feel you, your potential clients, and your networking partners will appreciate. And if you're *anything* like **Senior Marketing Specialists'** Mike Gattorna, you can rest easy knowing that this business card will stand out against the hundreds of other business cards in your favorite restaurant's "*drop your business card here for a drawing for a free lunch*" daily contest.

Price ~~\$65~~ Free for SMS Agents!

“Show your client you know when to focus on the smaller pieces of the whole.

Try printing these business cards on a heavy weighted, matte finish cardstock.

Matte finishes create subdued colors which pairs well with the subtlety of the design.

Au Courant Collection: Postcards



“People tend to keep experts. They keep things with value.”

Our *Au Courant* Postcards are designed to appeal to *personal experiences, concerns, questions, and the emotions* of your potential and existing clients. Currently, there are six separate cards based on six different product lines or, *more clearly*, six different concerns your potential clients may have. These postcards pull at heartstrings, make clients think, and *call them to action* based on these reactions.

An important part of business that is often overlooked is the building of value to a client. When you sell only a service or a product people are more *likely to replace* the product and, by extension, *you*. But, if you sell your expertise, peace-of-mind, and assure you'll be there to answer questions and concerns, you didn't actually sell a product or a service. You sold yourself. Build value and sell your expertise, not products. *People tend to keep experts. They keep things with value.* Giving them that value is the secret to long-term success in sales.

Our *Au Courant* Postcards are an excellent first step in that direction.

The six different “concerns” addressed by our Au Courant postcards are: Turning 65, Retirement Planning, Hospital Indemnity, Dental, Vision, and Final Expense/Legacy Planning.

Price ~~\$50~~
Free for SMS Agents!

Au Courant Collection

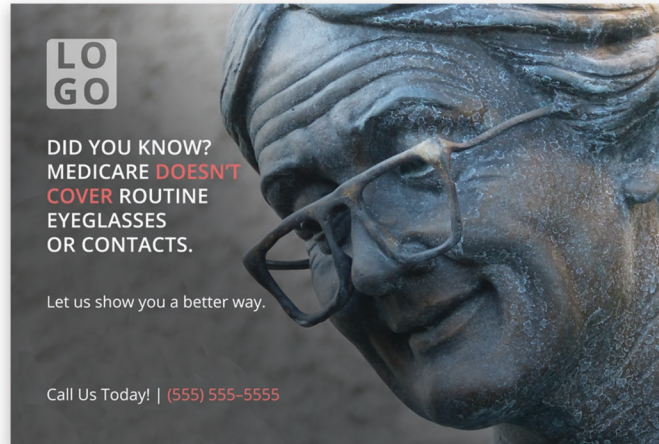


LO GO

WHAT'S SCARIER THAN A TRIP TO THE DENTIST? **THE BILL.**

Take a bite out of your dental bill.

Call Us Today! | (555) 555-5555

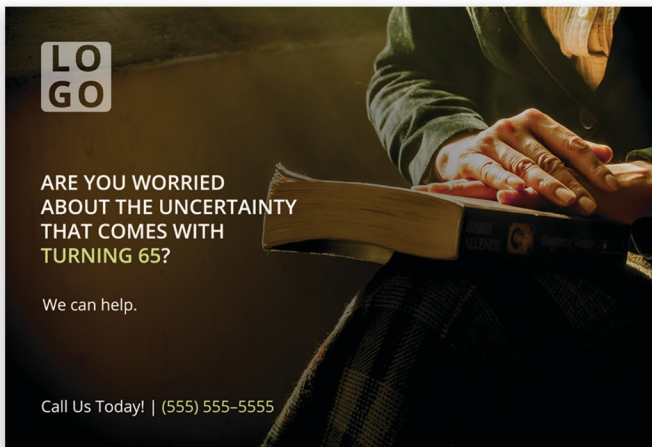


LO GO

DID YOU KNOW? MEDICARE **DOESN'T** COVER ROUTINE EYEGLASSES OR CONTACTS.

Let us show you a better way.

Call Us Today! | (555) 555-5555



LO GO

ARE YOU WORRIED ABOUT THE UNCERTAINTY THAT COMES WITH **TURNING 65?**

We can help.

Call Us Today! | (555) 555-5555



LO GO

RETIREMENT IS SUPPOSED TO **BE FUN.**

Let us help make sure it is.

Call Us Today! | (555) 555-5555



LO GO

NO ONE THINKS ABOUT THE PRICE OF HOSPITAL CARE UNTIL THEY **GET THE BILL.**

Don't wait until it's too late.

Call Us Today! | (555) 555-5555



LO GO

WHAT KIND OF LEGACY ARE YOU **LEAVING BEHIND?**

Let us help secure your legacy.

Call Us Today! | (555) 555-5555

Note: The back of a U.S. postcard has several “do not print” sections for use by the U.S. Postal Service. Due to this, we do not offer a custom postcard back designs. Most printing companies have specific templates for the back of postcards that adhere to USPS restrictions. You can take advantage of these templates to drop your detailed contact information as well as write a personal message to your prospective client using the in-browser, web-design software most printing companies offer.

Au Courant Doorhangers



Sorry, I missed you!

I stopped by to drop off the information you requested. Please call me at your earliest convenience to set up a time to go over this **important information!**

Agent Name
Agent Title

(555) 555-555
agent@agent.com
www.agentwebsite.com

“*Encourage them to call you to set up a new appointment.*”

No matter how many appointments you set for your week, odds are good you'll have at least one no-show. When that happens, how do you handle it? *Leave a card in their door jamb?* Call them up and leave a voicemail? Try these instead. Our *Au Courant* Doorhangers let your prospective client know that you stopped by and they do it in style.

These eye-catching doorhangers will grab your client's attention and *encourage them to call you* to set up a new time.

Price ~~\$75~~ Free for SMS Agents!

TIP: Print these pieces on glossy, heavy-weighted paper. Glossy paper will attract light and attention. The heavy weight will stop flexing and bending in the wind.

Year 1 Collection



The **Agent Marketing Portfolio** has been a twinkle in the eye of our company for a long time. When we launched **AMP**, in 2016, to a small, curated list of agents and then widened it to a random list for focus testing, we found that agents have

been looking for a system like this for a long time. Nearly every agent contacted ordered at least one marketing piece. **AMP** was a success. It was something people wanted, something they needed. And from there, we expanded and added materials, we tweaked and changed the order forms, we updated and improved each piece based on agent feedback. And now, in 2017, **AMP** is ready to launch to our entire agent base.

Rather than retire the pieces used in the pilot program, we offer them to you here, as the **AMP Year 1 Collection**. Most pieces are available in green or blue. There are newsletters, medication trackers, and birthday cards. If you need a marketing piece, it probably exists in our Year 1 Collection.

See the pieces that started it all, order some for yourself, and let us help you build a marketing strategy based around **AMP**, your needs, and your clients' needs.

“*Build a marketing strategy around your needs and your clients' needs.*”

Everyone loves a good origin story. Thanks to Sony, we've seen Spider-Man's origin story on the big screen too many times to count.

While the Year 1 Collection won't end up in theaters near you any time soon, it can be in your hands sooner than you might think. It's ready to work for you by helping you grow your business.

And no one has to be bitten by a radioactive spider.

Bonus.

Business Cards: *Classic*



“*Clean lines and classic styling.*”

Our Classic Business Card design is one of our Year 1 **AMP** pieces. Like the other pieces in Year 1, it contains *clean lines, subtle shapes, and soothing colors*. The draw of the Classic Business Card is in its simplicity. It's a no-nonsense card: free of frills and to-the-point. If our *Au Courant* card is *too modern* for you and our modern card is *too information packed*, this is the card for you.

The classic card was one of the *more popular pieces* during the **AMP** pilot program and it's easy to see why. The clean lines and classic styling appeal to nearly everyone and, instead of screaming your intent in clients' ears, professionally states who you are and what you do. Available in green and blue to match your existing marketing materials.

Price ~~\$50~~ Free for SMS Agents!

Color Options:



TIP: These cards look fantastic printed on a textured, bone cardstock (for blue) or eggshell (for green) colored cardstock. These types of paper enhance the classic look of this style, which we feel is appropriate given the name.

Business Cards: *Modern*



“Polished, clean, and full of information, but never cluttered.”

Our Modern Business Card design is one of our original **AMP** marketing pieces. It can contain a *surprising* amount of information and yet, *never feel cramped*. Available in a *soothing blue* or a *verdant green* that is sure to match materials you already use in your daily business. There is a place for your photo or logo (but not both), as well as all the particular product lines you offer.

These business cards are for the traditionalist, despite their modern design philosophy. They remind your client of what products you have. The crisp lines and soft colors give a polished, clean, full-of-information-but-never-cluttered atmosphere to everything you want to impart to your clients.

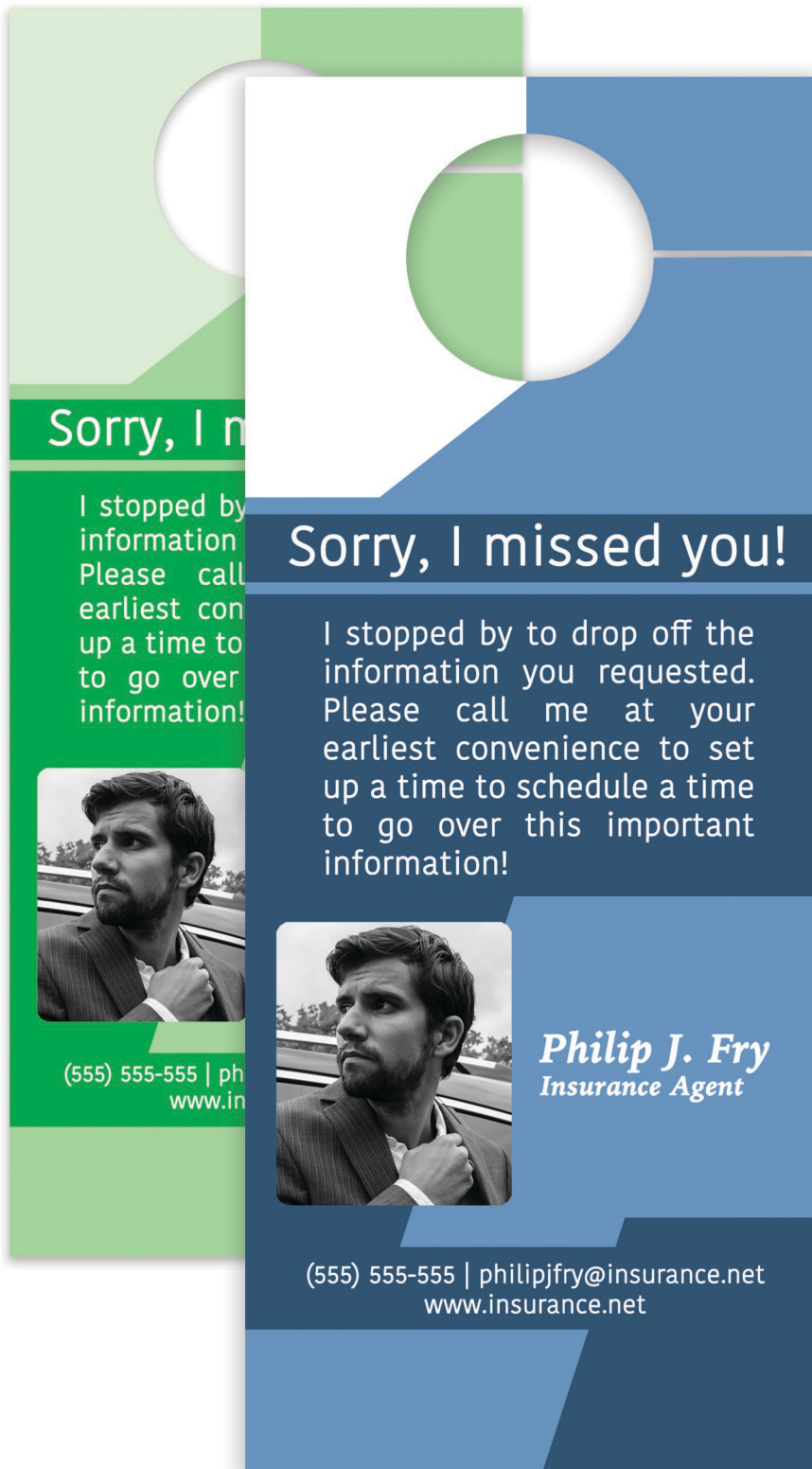
Price ~~\$50~~ Free for SMS Agents!

Color Options:



TIP: Try printing these cards on a heavy weighted cardstock with a semi-gloss or matte finish. Semi-gloss and matte reduce glare making it easier for your clients to take in all the important information without having to shift the card around.

Doorhangers



“Add an important point of contact to your no-shows.”

Let's face it, no-shows are a fact of the industry. You've called and you've set up an appointment only to have a client or prospective client no show. It happens more than we'd like to admit. With these doorhangers, you can add an important point of contact to your no-shows. Remind them that you stopped by and are still very interested in getting them the important information you know they need. Customizable with your contact information and photo with your choice of two colors.

Price ~~\$75~~ Free for SMS Agents!

Color Options:



Tri-fold Brochures



Our tri-fold brochures are designed to grab attention wherever they may be found, whether they're on a table in a doctor's office or going from your hands into the hands of a prospective client. Clear, concise, and packed full of excellent information about your products and services, these brochures, available in our specific shades of green or blue, will catch the eyes of prospective clients. Customizable with your agency logo, contact information, and your photo. When unfolded, these tri-fold brochures are 11 x 8.5 in.

Price ~~\$115~~ Free for SMS Agents!

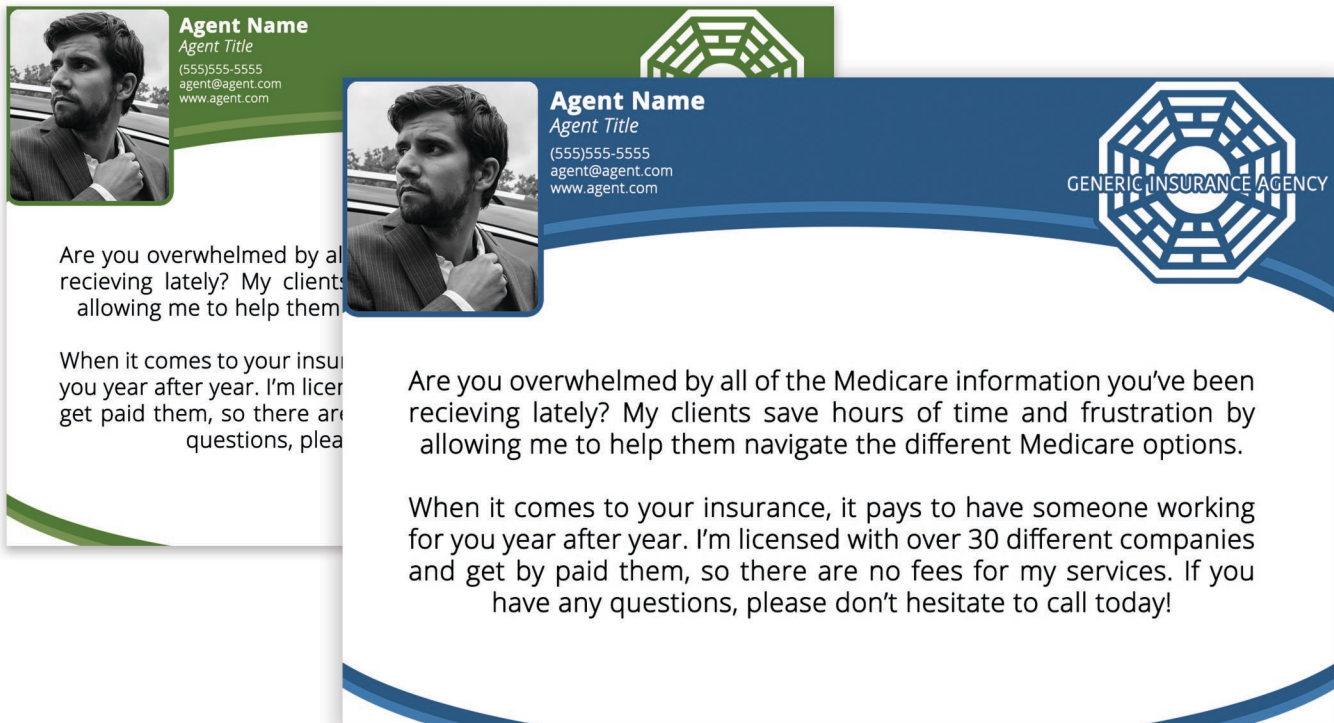
Color Options:



“Clear, concise, and packed full of excellent information.”

TIP: Print these brochures at a Kinko's or UPS Store on glossy, edge-to-edge paper for maximum impact.

Postcards



Postcards are a fantastic way to stay in touch with clients. Remind them of important dates and interesting offers. Our postcards are neither busy nor cramped, but are still full of important information your clients need. These 4x6 postcards look best printed on glossy cardstock to accentuate the bold styling. We can include your logo, photo, and contact information.

Price ~~\$45~~ Free for SMS Agents!

Color Options:



“Stay in touch with your clients.”

TIP: Like most pieces in the agent marketing portfolio, these postcards have slight “bleed” areas that will extend past the printable area. This helps avoid printing errors.

Turning 65 Letters

Generic Insurance Company
Local Agency | Local Values

Here at Generic Insurance Company, we know an insurance agent is only as good as the products and services they provide. Our goal is to provide you with all the insurance protection you need with quality products and friendly, knowledgeable staff.

If you're searching for answers in a sea of insurance related questions, then we are the expert, dependable insurance agents you need.

Medicare Supplement Plans
Medicare Supplement Plans are designed to compliment your Medicare coverage and help fill the gaps that Medicare leaves

Medicare Advantage Plans
Medicare Advantage Plans are designed in a cost-share structure. These plans may come at a lower premium than a Medicare Supplement Plan, but do incur some healthcare costs in the form of co-pays and deductibles.

Final Expense Plans
Final expense insurance safeguards your loved ones from the inevitable costs associated with a funeral and burial. It helps insulate your spouse by replacing lost income or lost Social Security that ends upon your death.

Philip J. Fry
801 Gray Oak Drive
Columbia, MO 65201

(800) 689-2800 office
(555) 555-5555 cell
philipfry@insurance.net

“Inspire confidence in your business and catch the eyes of those most in need.”

TIP: Print these fliers at a Kinko's or UPS Store on glossy, edge-to-edge paper for maximum impact.

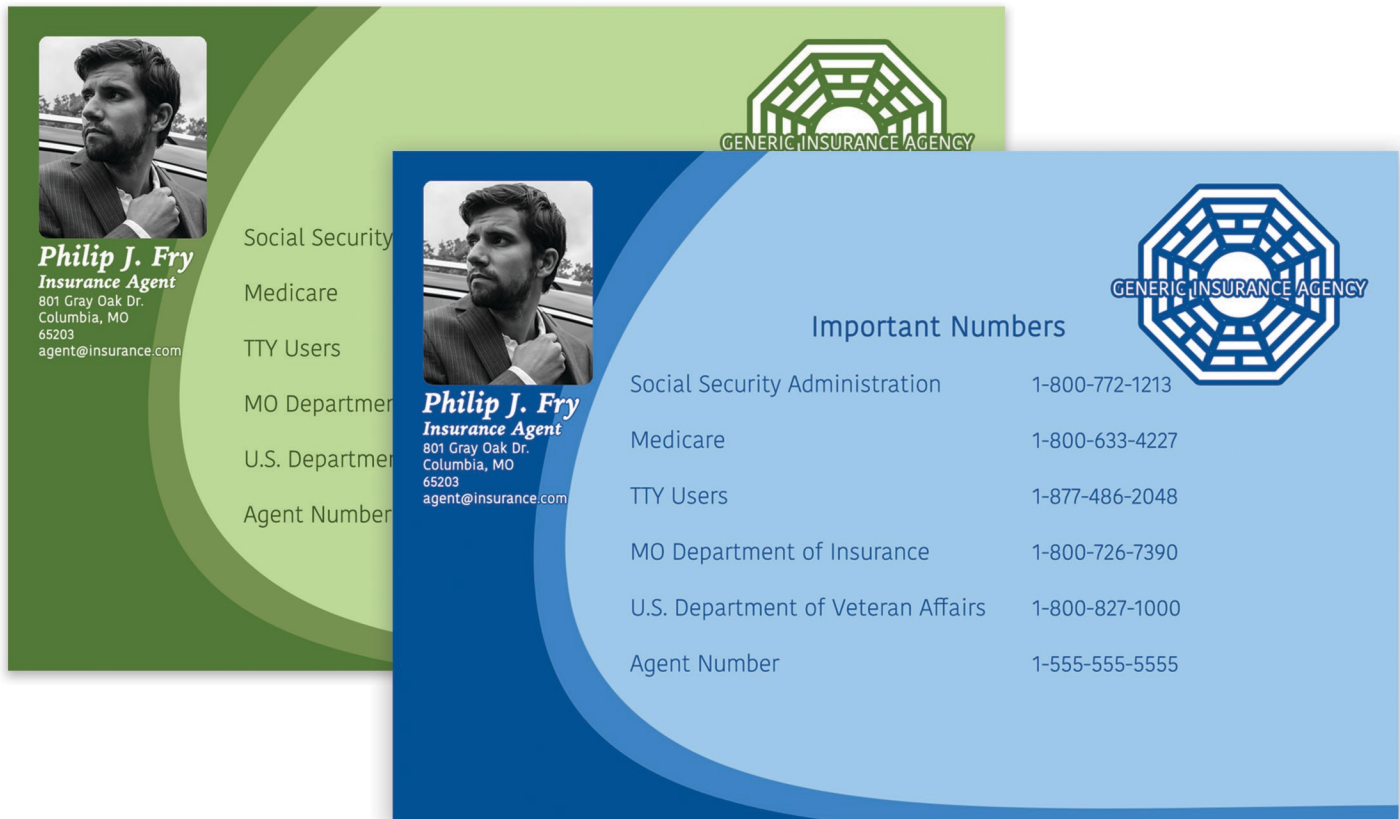
Specifically designed to stand out from the crowd of mailers and letters that T65 prospects receive, our T65 letters are scrubbed for compliance and customizable with your logo, agent photo, and contact info. These professional and modern T65 letters will inspire confidence in your business and catch the eyes of those most in need of this important information.

Price ~~\$75~~ Free for SMS Agents!

Color Options:



Important Number Cards



Are you looking for something unique to leave with clients and prospects? We have compiled a few important numbers that could be useful for any Medicare aged person. Customized to your state and includes your photo, contact information, agency logo, and your number as one of the important numbers your clients and prospects should have on hand. At 4x6 postcard size, these are large enough not to be lost, but not so big as to be shuffled in with other papers and forgotten.

Price ~~\$50~~ Free for SMS Agents!

Color Options:



“Full of numbers useful for any Medicare-aged person.”

TIP: Try printing these cards on 4x6 magnets to give to your clients at appointments.

Thank You Letters



Learn more about X

Dear X,

Thank you for choosing Holmes Insurance Company and choosing a/an X Plan. If there's anything I can do to help with your X coverage or any questions I can answer, please do not hesitate to contact me at the number or email listed below!

In addition to helping you with any questions or concerns, I'd be more than happy to speak to any neighbors, friends, or family members about any questions they may have. A referral from you would be the highest of compliments and I would love the opportunity to help your friends, family, and peers with any questions or concerns they have surrounding X coverage or any other insurance issues they may have. I look forward to the chance to help them in the same way that I helped you.

Thank you for allowing me to partner with you in answering your insurance questions.

Sincerely,

Agent Name

Phone Number
Email
Website

Blurb about X (x=policy)

“Clients like to be thanked and they like to feel like a part of something bigger.”

TIP: Typed Thank You Letters are best hand signed and sent in hand-addressed envelopes.

Thank You Letters are a lost art. Clients like to be thanked and feel informed. They like to feel like they're part of something bigger. Thank You Letters are also a great way to ask for referrals and plant seeds for future sales. Our Thank You Letters do all of these things for your clients. Let us help you thank your clients and set you up for new referrals and sales.

Price ~~\$30~~ Free for SMS Agents!



In the business world, *it's not enough to have a good idea*. To execute a good idea and turn it into real-world impact and success, you have to *have a knowledgeable network of experts* that are able to steer you onto the right path.

Insurance producers are *unique* in the business world: they have *great* ideas, but those ideas have to funnel through regulations and compliance; they have to be filtered through the reality of starting your own business. Marketing, advertising, lead generation, etc. are all real-world problems that ideas alone won't solve.

Here at **Senior Marketing Specialists**, we pride ourselves on being that support network of experts for you, the independent agent. We take your ideas and our ideas and turn them into *actionable plans that lead to tangible, visible success for you*.

Senior Marketing Specialists isn't just our name. It's what we turn agents *into*.

