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Summertime doldrums are here!

START PLANNING NOW FOR September to December

Is your business slow? Are your clients on vacation? Got spare time now? Grab a cup of coffee & start thinking – do a little daydreaming – go for a walk – think of some new ways to get new clients and “work” your current clients.

Birthday cards are a great way to keep your name in front of your clients.
Check out www.postycards.com for some prices.

“**How are you doing**” letters are also a way to keep in touch with clients. Ask your Clients about any lifestyle changes that affect their insurance needs. Do they need disability income, long term care, annuities? You won't know if you don't ask. You can help their children's & grandchildren insurance- send them to your web site.

Phone calls Don't want to do mailers? Call 3 of your clients every day. You'd be surprised at how much business/goodwill you can build up.

Grocery Store bulletin boards — check out the ads that have pull tabs — put up a notice for cheap term insurance with your name/phone/term insurance on the pull-tab

Out golfing, playing tennis, shopping?

Don't be shy! Hand out your business card — let people know you can help them determine if they have too much life insurance.

Review your website – Do you need to re-do your keywords so you can get more hits on your site? i.e, “Term, Cheap, Reliastar”. When you have the words you want to use, send them to liz@mytopagents.com Liz will put them on your website (as long as it's one of our sites) Also Look at www.TermMall.com

Postcards – check out the postcards on www.mytopagents.com 5,000 for \$189.00 only .27 postage
Tri-folders - **New Idea!** \$.10 each for 5,000 – talk to Marty

Doing mailers? Put together, label, stuff, stamp those envelopes now.

Mail now or wait til Fall? Agents we know mail regularly every month - others skip August & start mailing mid-Sept. When you mail is up to you.....just do it !