

Develop Instant Credibility!

"Give a Book" or "Write a Book" with nationally known author, columnist and educator

Dick Duff, JD, CLU

Six time qualifier of MDRT's Top-of-the-Table

Impress, educate and motivate prospects to bring large IRAs and annuity cases to you.

Why hand someone a business card when you can give them an informative, illustrated, easy-to-read book customized with your name as co-author or giver?

In *Take Charge of Your IRA* and *Money Magic with Annuities*, prospects see solutions to their specific problems. They appreciate your gift of a "\$19.95" book that targets their needs. Whether they understand everything or not, they come back to you with ideas and questions about how your products can help them meet their financial goals. You have alerted them to potential tax, legal and family problems; you are their friend and advisor!

The perfect promotional hand-outs.

These books show customers how they can:

- Minimize income taxes
- Give legacies to grandchildren
- Use annuities creatively
- Maximize after-tax income
- Choose the right beneficiary
- Optimize their IRA planning
- Avoid family disputes

"Write a Book"

Maximum Customization:

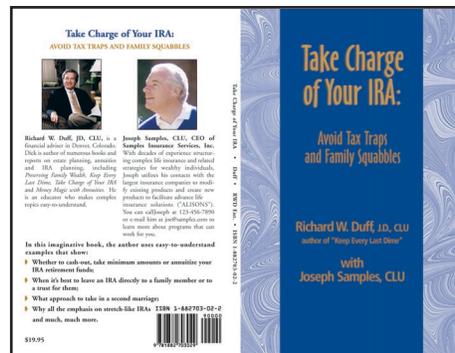
Your books can include a 600-800 word article by you, targeted directly at your market segment. Your name will appear on front

and back covers, and on the title page and spine. Your color photo and bio/contact information will appear on the back cover. Two agents can share one edition.

"Give a Book"

Compliments of...

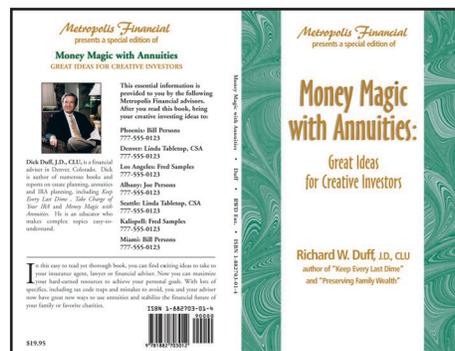
No need to write a chapter; give Dick Duff's book and make it a professional presentation by adding "Compliments of Joe Jones" on the front cover, and placing your color photo, bio and response information on back cover. Individual agents or groups can order. Organizations can order for many agents at once and reduce costs dramatically, with the book pages alike for all but color covers personalized for each agent or group of agents.



Group Editions:

For larger companies that would like a special edition with custom cover and credits for their entire organization the books are available at significant quantity discounts. Response information can be customized with a list of several agents and phone numbers on the back cover, adhesive labels or completely custom covers with photo, bio and phone for each agent or office.

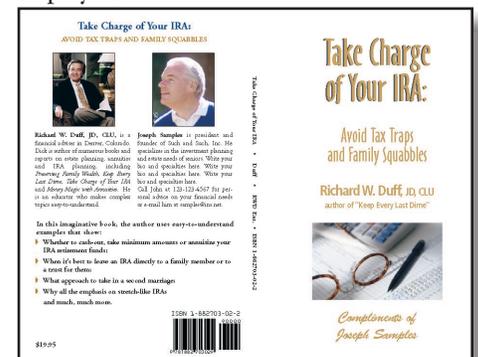
We have design and editorial staff who can create the perfect version for your company. We can also match the look of your other publications, integrating your logo, color scheme and type faces..



How will you use your books?

Here are some ways agents and representatives use *Take Charge of Your IRA* and *Money Magic with Annuities*:

- ◆ **Advertise:** When you advertise your seminars or speaking engagements, offer "receive your free copy of the book *Take Charge of Your IRA* valued at \$19.95 when you attend our event."
- ◆ **Seminar Attendees:** Offer a book to the first ten people who make an appointment.
- ◆ **Referrals:** Call or write your client base, offer them a book and ask for referrals of their friends who could use this important information.
- ◆ **Media Exposure:** Do you have your own show on radio or TV, appear as a guest or write a column? Offer your book to your audience.
- ◆ **Direct Mail:** Mail books to your list of premium leads at the same time of month they receive their financial reports. Include book offer in seminar invitations.
- ◆ **Professional Gifts:** Approaching HR executives, CPAs or the media? Give them a book to show you know what you're talking about and to show them how you can help their employees or clients.



Immigrant Communities: We are developing translations into languages spoken by large minorities in the U.S.A. If you market to such a group, tell us about your needs.

Recruitment: Brokers and wholesalers—offer these books as sales aids to agents to demonstrate your commitment to their success. Give them pride and confidence when they see their name and photo on these effective publications written by a national authority.

Call us to design the custom book that's right for your marketing goals.
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