



Jesse Slome, E: [jslome@aaltci.org](mailto:jslome@aaltci.org)



# Using Your LTCi Marketing Tool Kit





## What Do You Want ?



# Using Your LTCi Marketing Tool Kit



## All I Want Is MORE LEADS !

### FREE Leads

This System Generates Biz Opp Leads Every 2 Minutes!

⇒ Just Press a Button! ⇐

This System is FREE!  
This is not a Trial. [Click Here](#)



Get  
**FREE**  
**Leads**

Click here



## Using Your LTCi Marketing Tool Kit



**Only Marketing Gets You GOOD LEADS**



**Client Referrals**  
**Networking**  
**Centers of Influence**  
**Direct Mail**  
**Print Advertising**  
**Radio Advertising**  
**Television Advertising**  
**Public Relations**

# Using Your LTCi Marketing Tool Kit



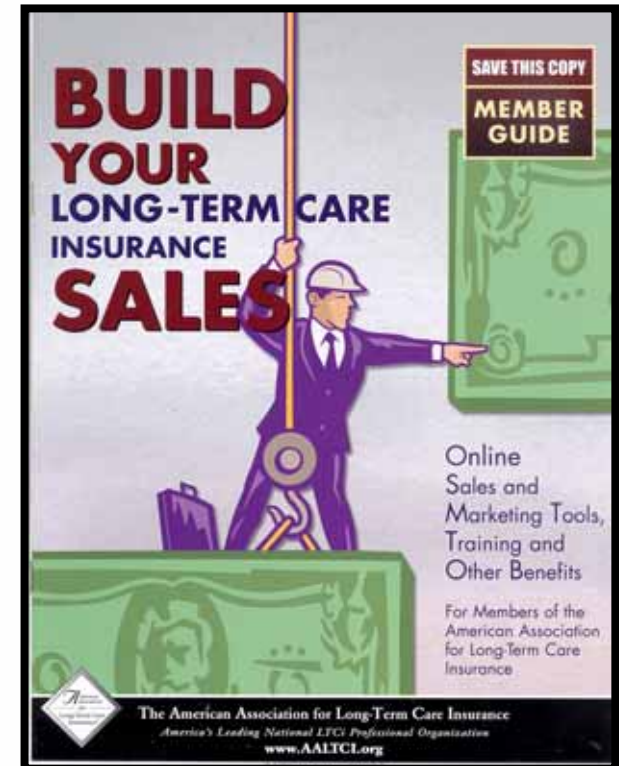
## AALTCI Members Get Tools

### Tools To Learn

**The LTCi Sourcebook**  
**Online Audio Library**  
**Ask The Expert**

### Tools To Use For Marketing

**E-Cards**  
**Marketing Material**  
**Publicity**  
**Online Presence**





# Using Your LTCi Marketing Tool Kit



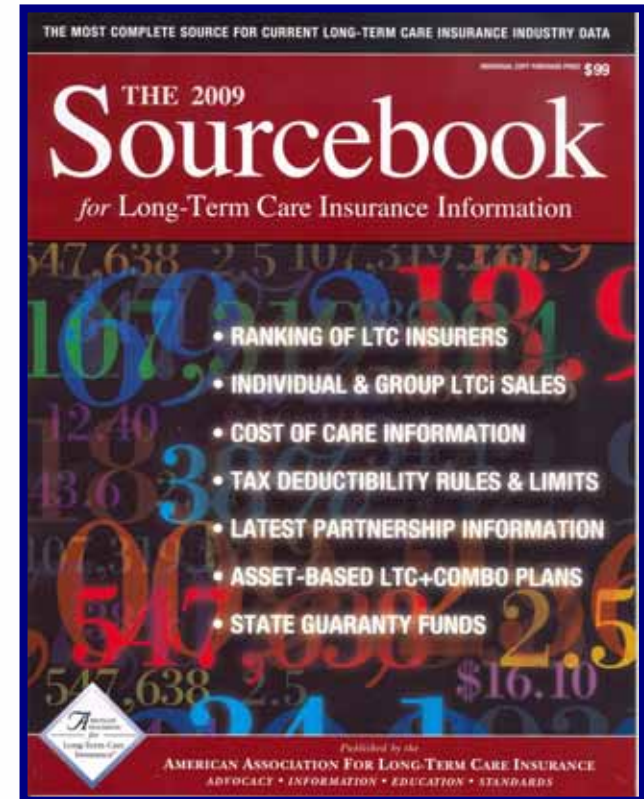
## Tools To Learn – The Sourcebook

### Learning + Earning

**More than just facts**

**Use the sales info to support client attitudes**

**Valuable info – inflation, paid claims**



# Using Your LTCi Marketing Tool Kit



## Tools To Learn – All Members Listed !

Credibility As Top Pro

**LTC Insurance  
Sales Achievement  
Awards**



# Using Your LTCi Marketing Tool Kit



## Awards – Be Sure To Enter Online

# LTC Insurance Sales Achievement Awards

Be Sure To Enter Online for Next Year  
[www.aaltci.org/awards](http://www.aaltci.org/awards)





# Using Your LTCi Marketing Tool Kit



## Online Learning Marketing Sales Center

The screenshot shows a Windows Internet Explorer browser window displaying the website <http://www.aaltci.org/ltc-marketing/>. The browser's address bar and search bar are visible at the top. The website header features the logo of the American Association for Long-Term Care Insurance and the text "Welcome to the PRODUCER'S RESOURCE CENTER". Below the header is a navigation menu with tabs for "Home", "About", "For Producers", "For Consumers", "For Media", and "Contact". A secondary menu includes "Membership", "Marketing & Sales Tools", "LTC Sales Center", "Resource Center", and "Events/Conferences". The main content area is divided into several sections: a large red banner for "The Long-Term Care Insurance LEARNING, MARKETING & SALES CENTER" with a "CLICK HERE TO GET STARTED" button; a "MEMBERS SIGN-IN" section with fields for "Username:" and "Password:" and a "LOGIN" button; a "SPONSORED MESSAGES" section featuring "Mutual Care<sup>®</sup> Plus"; and a "FREE DIRECT MAIL LETTER" section. The browser's taskbar at the bottom shows several open applications, including Microsoft PowerPoint and Outlook Express, and the system clock displays "10:52 AM".



# Using Your LTCi Marketing Tool Kit



## Step 1: Enter Your Info



# Using Your LTCi Marketing Tool Kit



## The Nation's Largest Online LTCi Library

**The LTC Sales Center**  
**AUDIO LIBRARY**  
Listen... Download... All For Free

Listen online to leading experts sharing information that will build your knowledge... and your sales of LTC insurance and alternative solutions for funding long-term care need. Or, you can download to your computer, an MP3 device or burn to a CD for listening in your car.

Click the "Expand" button to view all available audios for each section. Newest audios are placed at the top of each section.

- Expand Selling LTC Insurance: Basic Sales Techniques For Newer Producers
- Expand Selling LTC Insurance: More Advanced Selling Strategies
- Expand Selling Asset-Based LTC: Sales Strategies For Life+LTC and Annuity+LTC
- Expand Marketing Tips & Tactics: Ways To Get More Prospects

**SPONSORED MESSAGES**

**Mutual Care<sup>®</sup> Plus**  
New products and enhanced features let you sell LTC your way!  
Member of Omnia  
Get details >>

Take your sales to a **HIGHER** level **LTC 3**  
Prudential To learn more, call 877-233-8772 or email prulco@prudential.com  
0156291-0000-00 The Financial Professional Live Only

Logout Settings  
Jesse Slome



# Using Your LTCi Marketing Tool Kit



## New Audios Continually Being Added

**Long-Term Care Insurance Association Free Audio Library - Windows Internet Explorer**

http://www.aaltci.org/ltc-marketing/members/long-term-care-insurance-sales-audios/

File Edit View Favorites Tools Help

Google real estate awards Search

Delicious

Long-Term Care... Google Image R... Google Image R... Google Image R...

**Selling LTC Insurance: Basic Sales Techniques For Newer Producers**

**Strategies to Sell Your First LTCi Policy (11:40)**

PLAY 00:00 11:40 MUTE DOWNLOAD

**Convert Medicare Supplement Sales To LTC Insurance Clients (9:38)**

PLAY 00:00 09:38 MUTE DOWNLOAD

**How To Keep The Sale Simple And Be Highly Successful (8:47)**

PLAY 00:00 08:47 MUTE DOWNLOAD

**The Psychology Of Selling LTC Insurance - Tips For Starters (8:42)**

PLAY 00:00 08:42 MUTE DOWNLOAD

**Creating A Buying Atmosphere - Because People Love To Buy (7:20)**

PLAY 00:00 07:20 MUTE DOWNLOAD

**The Best Ways To Overcome Denial Among Prospects (8:07)**

PLAY 00:00 08:07 MUTE DOWNLOAD

**Top Pro Shares How To Successfully Avoid Objections (9:05)**

PLAY 00:00 09:05 MUTE DOWNLOAD

**A Simple Way To Present The Problem - Getting To Yes (6:11)**

PLAY 00:00 06:11 MUTE DOWNLOAD

**SPONSORED MESSAGES**

**Mutual Care<sup>®</sup> Plus**  
New products and enhanced features let you sell LTC your way!

**Take your sales to a HIGHER level**

**Prudential** To learn more, call 877-233-8772 or email prulic@prudential.com

The newest audios are added to the top of each section. Please allow a few seconds for audios to load onto your computer. Loading time will vary based on the speed of your internet connection.

Learn More About Sponsorship





# Using Your LTCi Marketing Tool Kit



## LTC Experts Forum





# Using Your LTCi Marketing Tool Kit



## Top Industry Experts Answer Questions

Long term care planning, statistics, tax and insurance information - Windows Internet Explorer

http://www.aaltci.org/ltc-marketing/members/experts\_forum/

File Edit View Favorites Tools Help

Google holding up sign Search + Bookmarks Check Translate AutoFill Sign In

Delicious Long term ca... Google Image R... Google Image R... Google Image R...

Membership Marketing & Sales Tools LTC Sales Center Resource Center Events/Conferences

Important Notice: Information provided in this document that pertains to taxes is not intended or written to be used, and it cannot be used, for the purpose of avoiding tax-related penalties by any taxpayer. This information was provided to support the marketing and sale of insurance and taxpayers should seek the advice of an independent tax advisor for advice based on the particular circumstances of the taxpayer. Neither the American Association for Long-Term Care Insurance nor the person or entities supplying information have any liability for information which is accurate as of the date posted but subject to change.

LOGOUT SETTINGS  
Jesse Slome

[Q. Is there any data on usage of Restoration of Benefits? \(Posted August 2009\)](#)

A. With sincere thanks to Vincent L. Bodnar, ASA, MAAA (Principal & Consulting Actuary) and Ralph Donato of DaVinci Actuaries for conducting special research for Association members (August 2009). The following are their findings:

We queried a database of over 10,000 LTC insurance claims. Of the corresponding policies that went on claim, 86.1% had only one claim, 10.8% had two claims (went on claim, recovered, were care-free for 6 months, then went on claim again later), and the remaining 3.1% had a three or more separate claims.

Technically, the 13.9% of policies that had multiple claims use the restoration of benefit provision, since the second claim has access to full benefits.

We noted that 7 claims used up benefits during a claim, recovered, and went on claim again. These policies would have had no benefits for the second claim without the ROB provision. Of these policies, none had benefit periods greater than 2 years.

Expert: Vincent L. Bodnar, ASA, MAAA, Principal & Consulting Actuary

**Ask A Question To Our Experts**

Type your question in the box below and then hit Submit. We will work to get your question answered and send you a response.

Submit Your Question

start Microsoft PowerPoint ... Long term care planni... Document1 - Microsof... Inbox - Outlook Expr... {Spam?} From Jesse ... 2:02 PM



# Using Your LTCi Marketing Tool Kit



**Coming In 2010; LTCi Sales Strategies Online**



**Sales Ideas**

**Tax & Regulatory Updates**

**New Marketing Tools**

**Website Additions**

**Read Current**

**Read Archived Issues**

**Starting In January 2010 – Watch For E-mail**

# Using Your LTCi Marketing Tool Kit



## Marketing – Generic LTCi Prospecting Tools



# Using Your LTCi Marketing Tool Kit



## AALTCI's Marketing & Sales Center

**Consumer Advisory**

### Are You Protected Against The Greatest Risk In Retirement?

Here are your chances after reaching age 65  
(Based on remaining life expectancy)

EVENTS THAT DO OCCUR	LIFETIME POSSIBILITY FROM AGE 65 ON	
	For Men	For Women
MAJOR HOUSE FIRE <small>66% have an \$50,000 major house fire annually</small>	2.2%	2.6%
SEVERE CAR ACCIDENT <small>66% have 2 or more accidents each 9-month period</small>	15.5%	18.0%
BECOMING ADL DISABLED OR COGNITIVELY IMPAIRED <small>Based on 2007 data</small>	44.0%	72.0%

If having homeowner's and car insurance makes sense; isn't it smart to consider long-term care insurance to protect your future?

**CALL TODAY FOR NO OBLIGATION INFORMATION**

LIVING A LONG LIFE IS LIKELY    PLANNING FOR IT IS A REAL NECESSITY    IT'S VITAL TO START BEFORE YOU RETIRE

Sell Long Term Care Insurance Information Resource Center Free Marketing Tools - Windows Internet Explorer

http://www.aaltci.org/ltc-marketing/index.php

File Edit View Favorites Tools Help

Google Search

Stumble I like it! All Share Info Favorites Friends Tools

Delicious

Sell Long Term Care Insurance Information Resource ...

Home About For Producers For Consumers For Media Contact

Membership Marketing & Sales Tools LTC Sales Center Resource Center Events/Conferences

### The Long-Term Care Insurance LEARNING, MARKETING & SALES CENTER

CLICK ON THE LINKS BELOW

- LTC AUDIOS
- MARKETING TOOLS
- E-CARDS
- PUBLICITY TOOLS
- EXPERTS FORUM

Find a LTC General Marketing

WELCOME! [LOGOUT](#)

You are logged in as: **Jesse Slome(JSlome)**

Use the buttons to the left to access audios, marketing tools and more!

[Change My Password](#)

Membership Expires 11/30/001 [Renew Now](#)

Visit The Blog Selling LTC Insurance

start Microsoft PowerPoint ... Holding up sign image... Sell Long Term Care L... Inbox - Outlook Expr... 12:36 PM





# Using Your LTCi Marketing Tool Kit



## Generic Marketing Fliers – Print or Download

call you. This is merely a recommended option.

Jesse Stone

### LTC Marketing Tools - Target Business Owners / Professionals

[View or Print](#) [Download](#)

[View or Print](#) [Download](#)

Want a Complete Set of Advisories You Can Personalize & Use

[CLICK HERE FOR ORDERING DETAILS](#)

OR CALL  
**(818) 597-3227**

### LTC Marketing Tools - Target Consumers

[View or Print](#) [Download](#)

[View or Print](#) [Download](#)

start | Microsoft PowerPoint ... | Long-term care insur... | Inbox - Outlook Expr... | Document1 - Microsof... | 1:05 PM





# Using Your LTCi Marketing Tool Kit



## Personalize – Copy / Print - Distribute

**Consumer Advisory**

**FREE GUIDE**

*Reveals Smart Ways to Reduce The Cost of Long-Term Care Insurance Protection*

**Discover Ways To Save**

- ✓ Preferred Health Discounts
- ✓ Spousal or Partner Discounts
- ✓ Tax Deductibility for Business Owners
- ✓ Adding A Deductible or Right-Sizing Coverage

**CALL TODAY FOR YOUR FREE COPY**

Prepared by the American Association for Long-Term Care Insurance

LIVING A LONG LIFE IS LIKELY    PLANNING FOR IT IS A REAL NECESSITY    SAVING IS A SMALL FINANCIAL MOVE

1. Set your type
2. Cut using sharp straight-edge
3. Use white tape to avoid cut marks
4. Take to Kinkos or copy center



**Jesse Slome**  
American Association for Long-Term Care Insurance  
*Recognized as the #1 LTC insurance professional in California, 2010*

P: 818-597-3227 E: [jslome@aaltci.org](mailto:jslome@aaltci.org)



# Using Your LTCi Marketing Tool Kit



## E-Mail Power

### Remember The Good Old Days?



### From Junk Mail to Junk E-Mail

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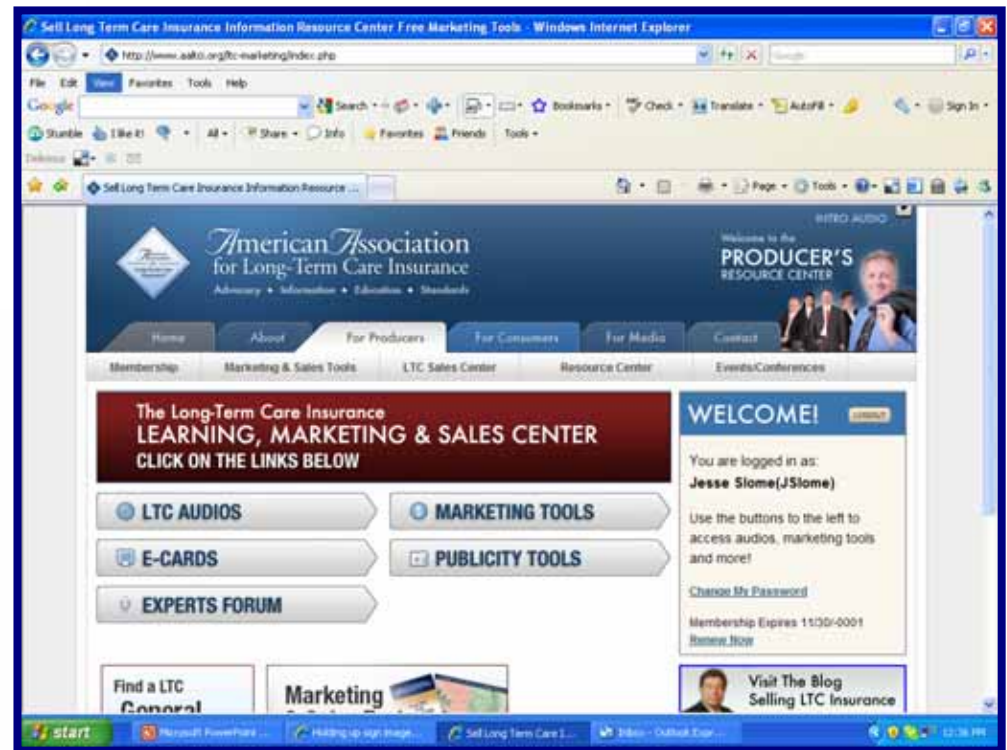
**E-Mails Are Read - Create Action - Are Free**

**Which E-Mails Do  
You Open & Read**

**From known entities**

**Offer valuable  
information**

**Topic of offer  
that's of interest**



# Using Your LTCi Marketing Tool Kit



## New Prospects – Cross Sell – More Added

http://www.aaltci.org/ltc-marketing/members/ecards/ - Windows Internet Explorer

http://www.aaltci.org/ltc-marketing/members/ecards/

File Edit View Favorites Tools Help

Google holding up sign Search Bookmarks Check Translate AutoFill Sign In

Stumble I like it! All Share Info Favorites Friends Tools

Delicious

Home About For Producers For Consumers For Media Contact

Membership Marketing & Sales Tools LTC Sales Center Resource Center Events/Conferences

Send A PRIVATE, PERSONALIZED E-CARD to clients and prospects. New E-cards will be added periodically, so revisit this page in the future.

Recipients will see you name. They can call or e-mail directly to you for more information.

**This is private. No one sees who you are sending to or their replies which go to directly to you.**

LOGOUT SETTINGS  
Jesse Slome

**Step 1: Select a Card - Click Once On Your Selected Card**

ECARD 1

ECARD 2

ECARD 3

**Step 2: Enter your information. A preview can be seen below after all information is entered.**

start Microsoft PowerPoin... http://www.aaltci.o... white cover tape - ... Inbox - Outlook Exp... Document1 - Micros... 1:24 PM





# Using Your LTCi Marketing Tool Kit



## Personalized – Private – Replies Go To You

[Spam?] From Jesse Slome- Important planning information - Unicode (UTF-8)

File Edit View Tools Message Help

Reply Reply All Forward Print Delete Previous Next Addresses

**From:** Jesse Slome  
**Date:** Monday, October 12, 2009 1:46 PM  
**To:** jslome@aalpci.org  
**Subject:** {Spam?} From Jesse Slome- Important planning information

A message from Jesse Slome

Dear Jesse,

**It's important for women to plan for Long-Term Care.**

Women live longer lives and, as a result, are more likely to need long-term care. Women have 10 times the chance of reaching age 85 (as men). \*

Women are more likely to need and use their long-term care insurance protection. Women currently receive two-thirds of all benefit dollars paid by long-term care insurance companies. \*

And, here's a most important fact for women. Unlike life and health insurance, women currently pay the same for long-term care insurance as men.

Let me tell you what protection costs and whether you qualify for good health and other discounts that can save you money.

Call me at **818-597-3227** or simply click here [jslome@aalpci.org](mailto:jslome@aalpci.org) for no obligation information.

Women who want choices tomorrow, know it's smart to start planning today.

start Microsoft Power... http://www.aal... http://kevinott... Document1 - Mi... Inbox - Outlook ... {Sp...





# Using Your LTCi Marketing Tool Kit



## Your Own Public Relations Agency

### AALTCI Makes It Easy For You



### To Get Your Name Into Local Media

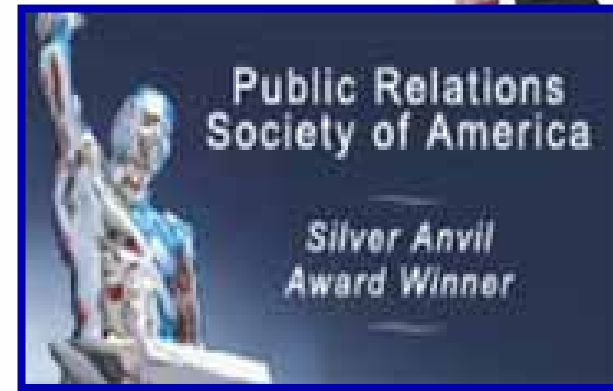
# Using Your LTCi Marketing Tool Kit



## Jesse Slome – Award Winning PR Pro

**2x Recipient of  
public relations  
industry's top award**

**Providing you with the  
tools and tactics to get  
your name in papers,  
on radio ... online.**



# Using Your LTCi Marketing Tool Kit



## Jesse Slome – Award Winning PR Pro

### Articles

# Using Your LTCi Marketing Tool Kit



## Publicity Tools – Your Own PR Agency

Screenshot of the American Association for Long-Term Care Insurance website. The page displays navigation tabs (Home, About, For Producers, For Consumers, For Media, Contact) and a main content area with buttons for 'LTC AUDIOS', 'MARKETING TOOLS', 'E-CARDS', 'PUBLICITY TOOLS', and 'EXPERTS FORUM'. A 'WELCOME!' message is visible on the right side, indicating the user is logged in as Jesse Slome (JSlome). The page also includes a 'Find a LTC General' section and a 'Marketing' section.



# Using Your LTCi Marketing Tool Kit



## Publicity Tools – What's On The Site?

Free Ghost Written Articles For Long Term Care Insurance Agents - Windows Internet Explorer

http://www.aakci.org/ltc-marketing/members/publicity\_tools/

- News Article : Tax-Advantaged LTCi For Business Owners (Posted April 2008) [Read](#) [Download](#)
- News Article : Ways To Save On Long-Term Care Insurance (Posted May 2008) [Read](#) [Download](#)
- News Release : 2009 LTC Insurance Price Index Announced (Posted July 2009) [Read](#) [Download](#)
- News Article : IRS Announces Increased Tax Deductions For Long-Term Care Insurance (Posted October 2008) [Read](#) [Download](#)
- Editor Mailing : 2008 Long-Term Care Awareness Month (Posted October 2008) [Read](#) [Download](#)
- News Release : Local Agent Completes State Partnership Training (Posted November 2008) [Read](#) [Download](#)
- News Release : Free Guide Details Tax Deductibility For Long-Term Care Planning (Posted November 2008) [Read](#) [Download](#)
- News Article : Consumers Purchasing More Affordable Long-Term Care Insurance (Posted February 2009) [Read](#) [Download](#)
- News Release : For Recipients Of 2009 Long-Term Care Sales Achievement Award (Posted March 2009) [Read](#) [Download](#)
- News Release : For Recipients of 2009 LTC Sales Achievement Award-Top 100 (Posted March 2009) [Read](#) [Download](#)
- News Release : For Recipients of 2009 LTC Sales Achievement Award - MultiLife (Posted March 2009) [Read](#) [Download](#)
- News Release : For Recipients Of 2009 Long-Term Care Sales Achievement Award - Combo Products (Posted March 2009) [Read](#) [Download](#)
- News Release : For Recipients Of 2009 LTC Sales Achievement Award - State-Specific Release (Posted March 2009) [Read](#) [Download](#)
- News Release : New Release: Offer The Women's Guide - No Link (Posted June 2009) [Read](#) [Download](#)
- News Release : News Release: Offer The Woman's Guide With Live Link (Posted June 2009) [Read](#) [Download](#)
- News Release : 2009 LTC Insurance Price Index Announced (Posted July 2009) [Read](#) [Download](#)
- Blog Posting : How To Reduce Long Term Care Insurance Premiums (Posted August 2009) [Read](#) [Download](#)







# Using Your LTCi Marketing Tool Kit



## PR In 15 Minutes: Local Newspapers

# Using Your LTCi Marketing Tool Kit



## PR In 15 Minutes: Awards Are News



**Your local daily newspaper – the  
Business editor + Who's News**

**Local community papers**

**Chamber of commerce newsletters**

**Specialty media – church and  
synagogue bulletins**

### **Salesman excels**

**MACOMB TOWNSHIP** — Randall Russo of Macomb Township, a long term care specialist, is a recipient of the 2009 Long Term Care Sales Achievement Award. He was recognized as the leading professional in the state of Michigan by the American Association for Long Term Care Insurance.

The award recognizes insurance and financial professionals working to meet the long term care planning needs of consumers nationwide. Russo was recognized for sales of long term care insurance protection to individuals.

For additional information, contact Russo at (586) 992-9963 or send email to [randall.russo@sbcglobal.net](mailto:randall.russo@sbcglobal.net).

# Using Your LTCi Marketing Tool Kit



## PR In 15 Minutes: Why Free Brochures

### Free Publicity Versus Paid Advertising

12

#### Understanding long-term care insurance: What you need to know

By RANDALL RUSSO

The next time you gather with your friends, listen to some of the conversation. If your friends are like mine and are in their late 40s and 50s, much of the talk won't be about their children; instead the conversations will be about their parents and their long-term care issues and concerns.

Long-term care refers to a variety of services designed to help people perform some of the functions of day-to-day living and to help them remain independent. Some long-term care is aimed at providing help for people with chronic illness or cognitive impairment such as dementia. Other long-term care services may be rehabilitation as in helping someone regain function after a serious injury.

These services can be provided in a variety of settings. While families still provide most of the long-term care in the home, it can be provided in the community in adult day care centers, assisted living facilities or in nursing homes.

My friends also talk a lot about the cost of long-term care and how unprepared families can be. Most did not know the designer cost of a 2008 Mercedes

that the national average for a home health aide was \$19 per hour. Should someone need five hours of care per day five days per week, the annual cost would be \$24,700.

Introduction to long-term care insurance called Long-Term Care Insurance: The Essentials.

Copies of this guide are available by calling Randall Russo, long-term care specialist, at 586-992-9963 or e-mailing [randall.russo@sbcglobal.net](mailto:randall.russo@sbcglobal.net)

*Randall Russo is a long-term care insurance specialist based out of Macomb Township.*

Term Care Insurance: The Essentials.

Copies of this guide are available by calling Randall

## There's only one way to get your name and contact info published for free.





# Using Your LTCi Marketing Tool Kit



## PR In 15 Minutes: Studies Are News

10 - December 2008 - SENIOR LIVING - MACOMB

### Long-Term Care Insurance Price Index announced

#### Individuals able to save on protection.

A 55-year-old individual considering long-term care insurance can expect to pay \$709 per year for a base level of protection if they are married, or \$1,086 if they are single, according to the 2008 Long-Term Care Insurance Price Index published

by the American Association for Long-Term Care Insurance. The industry organization noted that costs increased about 4 percent compared to the prior year's report.

The index measures current costs for top-selling long-term care insurance policies that offer consumers current benefit levels. The average current benefit level for long-term care insurance is \$305,000 of protection.

Many consumers are not aware of discounts available on long-term care insurance. For example, a married couple can save significantly on long-term care insurance by 10 percent even if the health discount does not apply in the future date.

In 2007, 70 percent of those who applied for coverage between the ages of 40 and 49 qualified for the preferred health discount, according to AALTCI research. The percentage reduced to 52 percent for ages 50 to 59 and just 24 percent for those who wait until they are 70 to apply, Russo said.

Most leading long-term care insurance companies offer discounts to married couples when both spouses apply. Some will offer a discount even when only one spouse qualifies for protection, Russo said. The savings can be as much as 40 percent each year.

#### Spousal discounts.

● Age 65 single - \$1,999 per year for identical coverage without the spousal discount.

For a copy of "7 Ways to Save - Strategies to Lower the Cost of Long-Term Care Insurance," call Russo at 992-9963 or e-mail [randall.russo@sbcglobal.net](mailto:randall.russo@sbcglobal.net)

● Age 65 single - \$1,999 per year for identical coverage without the spousal discount.

For a copy of "7 Ways to Save - Strategies to Lower the Cost of Long-Term Care Insurance," call Russo at 992-9963 or e-mail [randall.russo@sbcglobal.net](mailto:randall.russo@sbcglobal.net)



# Using Your LTCi Marketing Tool Kit



## PR In 15 Minutes: Local Radio

**Start listening**  
**Morning shows**  
**Weekend shows**  
**Producer (may be host)**  
**Connect!**



### 8 to 9 p.m.

**KGFJ**—News, 8; Negro News, 8:15; Auction, 8:30; Music, 8:45.  
**KMTR**—Ballroom, 8; Garment Workers, 8:30; Ballroom, 8:45.  
**KFI**—Town Hall Tonight, 8—1 hour.  
**KEHE**—Music, 8; Pat Kay, 8:15; Close-Ups, 8:30; Broadway Melodies, 8:45.  
**KHJ**—Dick Tracy, 8; Tucker's Orch., 8:15; Russell's Orch., 8:30.  
**KFWB**—Voice of Labor, 8; Music, 8:15; Encore Theater, 8:30.  
**KNX**—Cavalcade, 8; Sports, 8:30; The Camera Speaks, 8:45.  
**KPSG**—Evangelistic Service, 8.  
**KPTC**—Dr. Leishman, 8; Drama, 8:45.  
**KPOX**—News, 8; Drama, 8:30.  
**KPAC**—Jonny Murray, 8; Baseball, 8:15.  
**KGFR**—Hoyo Orch., 8:05.  
**KECA**—Busse's Orch., 8; Islanders, 8:30.



# Using Your LTCi Marketing Tool Kit



## PR In 15 Minutes: Local Radio

**Broadcast is Harder**

**You Need A Hook**

**LTC Awareness Month is the Hook**



# Using Your LTCi Marketing Tool Kit



## PR In 15 Minutes: Giving Good Interviews



# Using Your LTCi Marketing Tool Kit



## PR In 15 Minutes: Don't Overlook Online

Local Newspaper Blogs

Your Own Blog

Print isn't dead ...

But electronic is sure growing.





# Using Your LTCi Marketing Tool Kit



**We'd Appreciate Your Help**

Windows Internet Explorer  
http://www.saltci.org/ltc-marketing/sales-center/  
Google  
holding up sign  
Search  
Bookmarks  
Check  
Translate  
AutoFill  
Sign In  
Stumble  
I like It!  
Share  
Info  
Favorites  
Friends  
Tools  
Delicious

Membership | Marketing & Sales Tools | **LTC Sales Center** | Resource Center | Events/Conferences

Welcome to the LTC Sales Center  
**FREE PREVIEW ROOM**  
Free Preview of the nation's leading online long-term care insurance learning, sales and marketing center.  
Access the complete online center by signing up now. \$49 for one year of unlimited access.

**7 Reasons To Sign Up Now!**  
Click Here.

**MEMBERS SIGN-IN**  
Username:   
Password:   
[Forgot Your Password?](#)  
 Keep Me Signed In **LOGIN**

**STRATEGIC PARTNERS**  
LTC Global Sales & Marketing  
The Leader in LTCi  
& Agent Renewal Purchases  
LTCi PARTNERS, LLC  
Listen... Learn... Earn.  
There are currently **41 audios**

**LISTEN NOW** FREE SALES AND MARKETING AUDIOS  
A Guaranteed Way To Open The Door For Your First Sale (2:18)  
▶ PLAY 00:00 02:18 MUTE DOWNLOAD  
Proven Ways To Create A Buying Atmosphere (2:43)  
▶ PLAY 00:00 02:43 MUTE DOWNLOAD  
5 Steps To Avoiding Objections - Trainer Shares (3:24)  
▶ PLAY 00:00 03:24 MUTE DOWNLOAD  
Moving People From Prospect To Sold Client (3:25)  
▶ PLAY 00:00 03:25 MUTE DOWNLOAD  
How To Keep The LTC Insurance Sale Simple (2:59)

start | Microsoft Powe... | Sell Long Term ... | The Detroit Ne... | Netflix - Windo... | Inbox - Outlook... | Colorado Sprin... | 5:51 PM

**Suggest They  
Visit The Free  
Preview Room**





# Using Your LTCi Marketing Tool Kit



## #1 Source For LTC Marketing Tools

[www.aaltci.org](http://www.aaltci.org)

SELL Long Term Care Insurance

File Edit View History Bookmarks

Most Visited Getting Started

Sell Long Term Care Insurance

CLICK TO GO HOME

American Association for Long-Term Care Insurance  
Advocacy ♦ Information ♦ Education ♦ Standards

Home About For Producers For Consumers For Media Contact

Membership Marketing & Sales Tools LTC Sales Center Resource Center Events/Conferences

The Long-Term Care Insurance  
**LEARNING, MARKETING & SALES CENTER**  
CLICK ON THE LINKS BELOW

LTC AUDIOS MARKETING TOOLS

WELCOME!

You are logged in as:  
**Jesse Slome(JSlome)**

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# Time For Questions