



American Association
for Long-Term Care Insurance™

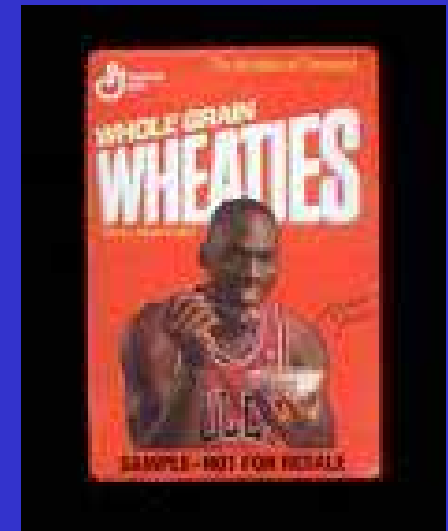
**Packaging
& Marketing Yourself
for More Success**

|
Jesse Slome

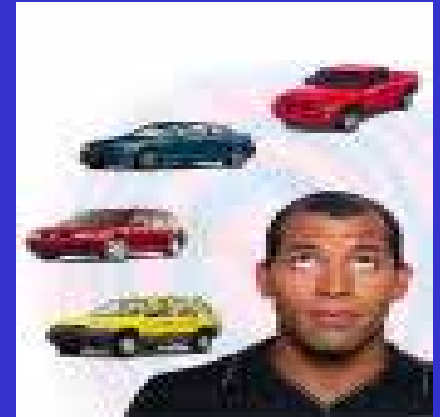
The Importance of Packaging Yourself



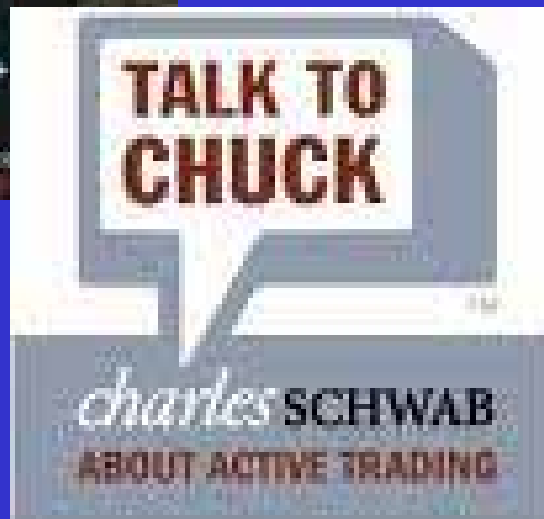
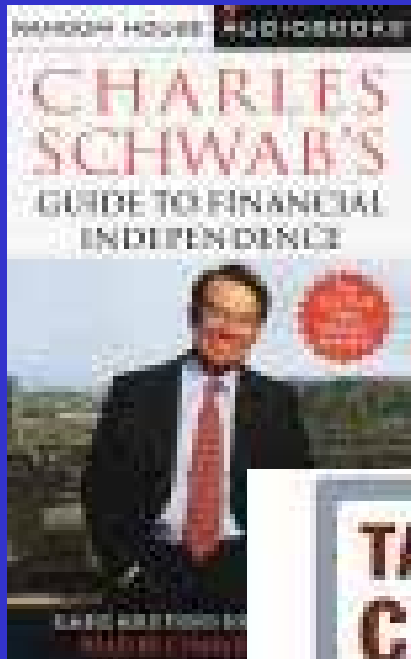
**Branding Is
Your Identity
In A Crowded
Marketplace**



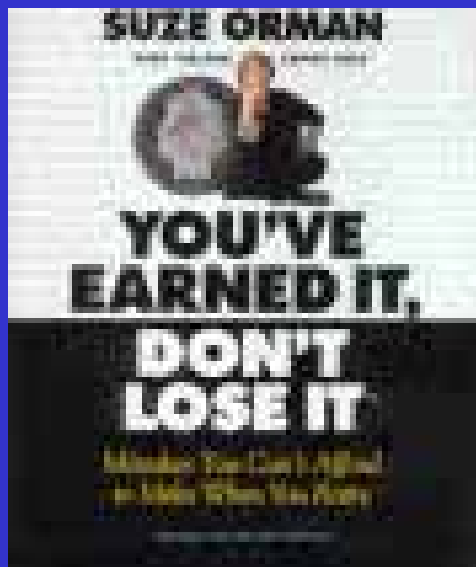
Brands Have Value



You Are The Brand



What Problems Do You Solve ?



What Do You Do Better Than Anybody ?



find the
CHEAPEST
car
insurance!
you could
save \$\$\$!

[CLICK HERE](#)

This advertisement features a woman on the left side, smiling and looking towards the camera. The background is a solid red color. The text is white and yellow, with 'CHEAPEST' in a larger, bold font. A yellow button with the text 'CLICK HERE' is located at the bottom right of the ad.



**30-Day
MONEY BACK
GUARANTEE**
If you are not 100%
satisfied, you get
your money
back.

This is a circular badge with a yellow background and a black border. The text is in black, with '30-Day MONEY BACK GUARANTEE' in a larger, bold font. Below this, in a smaller font, it says 'If you are not 100% satisfied, you get your money back.'

What Are You
Number 1 At ?



What's Your Elevator Speech ?



Securing Your Niche In The Marketplace

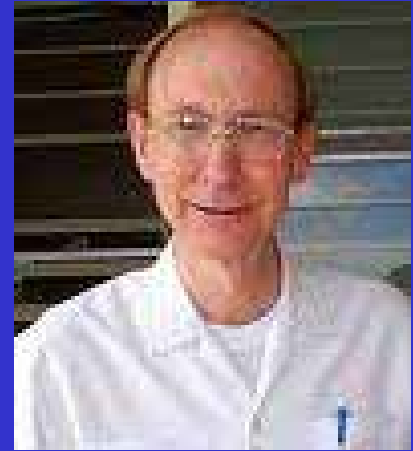


**Specialist in LTC
Insurance**

**Professional Offering
LTC Solutions**

**The Importance of
Promoting Yourself**

**To Attract
Attention
You Have To
Show Off**



Dr. Phil



The Art of Self Promotion



“ 4 For More ! ”

**Low-Cost Marketing
Must-Dos for 2007**

#1

**Mount A Low Cost
PR Campaign**

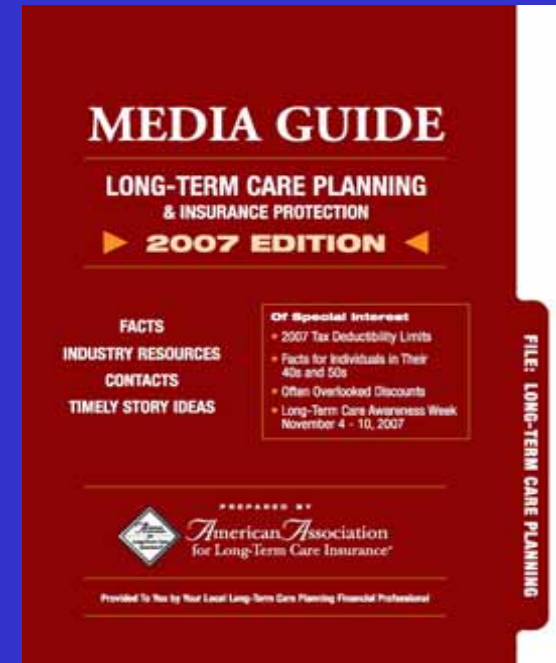


**18 Month
Window of
Opportunity**

#1

Easy PR Opportunities

- **2007 Tax Limits**
- **Media Guide**
- **LTC Awareness Week**



#2

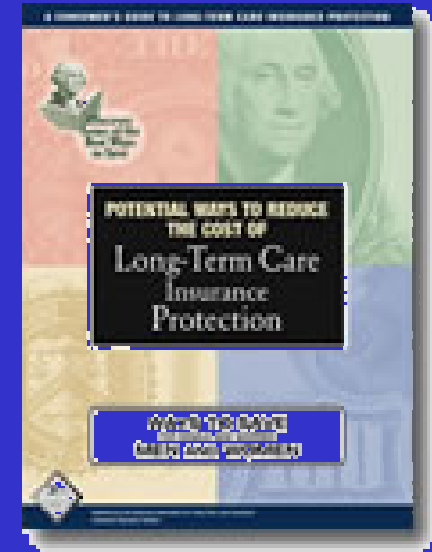
**Commit Yourself
To Public Education**



**Answers &
Information Will
Differentiate You**

#2

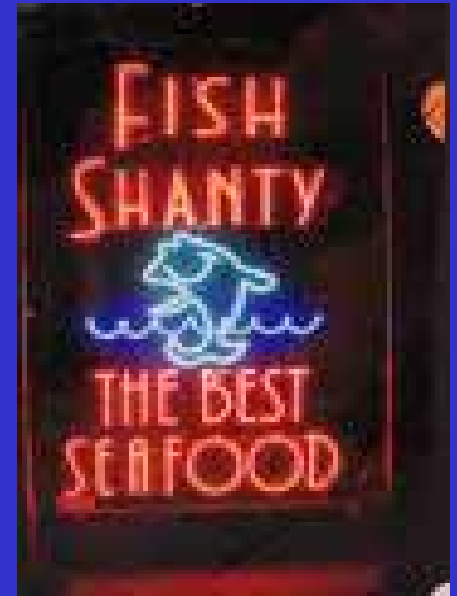
Commit Yourself To Public Education



- **Seminars**
- **Free Booklets**
- **Joint Programs**

#3

Invest In Your Market Presence



- **Office Signage**
- **Your Business Card**
- **Use Low Cost Fliers**

#3

Invest In Your Market Presence



- **Mobile Billboard**
- **Be A Walking Billboard**
- **Have One “Gimmick”**

#4

Focus On One Alliance Strategy



- **Accountants / Fin. Planners**
- **Health / Care Facilities**
- **Other Insurance Pros**



American Association for Long-Term Care Insurance™





American Association
for Long-Term Care Insurance™

**Thank You
For Attending
The 2006 Summit**