



The
iLeads
Marketing Program



Social Security **Optimization**

SSO *iLeads* Program

For many agents the real challenge to sales success lies not in their inability to be *passionate* about their work but rather to remaining *persistent* in their marketing efforts thanks to the financial barriers posed by today's high cost lead generation programs. Our SSO *iLeads* program is DIFFERENT! *iLeads* provides participating agents with an activity tool that is second to none in terms of activity levels and "return on investment". By leveraging the speed of digital marketing we put **HOT** leads in your hands within seconds of someone expressing an interest in our Social Security Optimization program. Agents are able to generate a year's worth of activity utilizing *iLeads* for what it costs to run a single dinner seminar. SSO *iLeads* is an ideal activity generation platform for any agent, including those who would like to supplement their current seminar activity at a deep discount, agents that are tired of the logistical head aches and stress of putting on a successful seminar and/or agents with limited budgets and empty calendars!

Activity Plan

Agents who implement our Social Security Optimization Marketing Program have seen a marked increase in their production. Our experience demonstrates agents are able to convert 65% of the *iLeads* prospects who engage through our SSON Landing Page, to a first appointment and 17% of those prospects to clients. While those numbers may not seem staggering, consider the impact *iLeads* can have on your practice when looked at from the appropriate context, unprecedented lead volume!

The IMPACT of cost efficient lead volume:

Assumptions:

Agent X has an annual production goal of \$6M in FIA sales, is currently on pace to generate \$3M on his/her own but needs a second marketing program to take him/her over the top.

Production Levels:

Annual Production Goal = \$6,000,000

Current Run Rate: \$3,000,000

Shortfall: \$3,000,000

Key SSO *iLeads* Metrics:

Average Ticket Size = \$150,000

Closing Ratio = 17%

New Appointment Ratio = 25%

Additional Annual Activity Required:

Production Shortfall:\$3,000,000
 \$3M/\$150,000 avg ticket size =20 additional tickets
 20 tickets/.17 closing ratio =..... 118 additional first appointments
 118 first appointments/.25 conversion ratio =..... 472iLeads
 472 iLeads/20 avg leads per burst =..... 24 bursts

SSO iLeads Annual Budget Required to Achieve Success.....\$9,120*!!

**That's less than what it costs to run two Social Security Seminars but you generate a level of activity you could only achieve if you invested 4 to 5 times that amount in traditional dinner seminars.*

To Learn More About How Our SSO iLeads Program Can Generate a Years Worth of Activity for the Cost of One Dinner Seminar...

Contact Us Today

855-779-1010

Important Disclosure

The Social Security Optimization Program was designed for informational purposes only and is not approved or endorsed by the Social Security Administration or any other government agency. All information provided is based on Social Security rules, benefit calculations, and payout promises of existing Social Security policy at the time the workbook was created. Before completing any filing, a Social Security recipient should review their options with a local Social Security Administration representative. Before selecting any claiming strategy, you should analyze and compare it with other scenarios generated by your financial professional. The optimal strategy for a specific client depends, in part, on that client's tradeoff between the goals of maximizing expected lifetime benefits and minimizing the risk of outliving his or her financial assets. As such, it is ultimately the responsibility of the client to carefully consider the recommended strategy before adopting it as his or her own. This workbook should be used only as a general guideline and not as the ultimate source of information about Social Security claiming strategies.



Social Security Optimization is offered exclusively through Alternative Brokerage, LLC

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