

STOCK MARKET WORRIES



Explanation

Most people are still shaken up by the turmoil of the markets over the last few weeks, months or even years back. They are seeking someone that they can have confidence in. Are you that person?

The Cards

Front of Card #1

Does the recent market turmoil have you clinging to hope?
What can you do to gain that confidence again?

Download Template: <http://www.5qgroup.com/tools/Stock-Market-Worries-PC1.docx>

Front of Card #2

"It is better to be careful a hundred times than to be killed once"

How confident are you in your investments after the recent market ups and downs? What can you do to get that confidence back?

Download Template: <http://www.5qgroup.com/tools/Stock-Market-Worries-PC2.docx>

Back of card

A large percentage of Americans are very anxious about the stock market in both the short and long-term future. Do you have a plan to meet your income needs in both the short and long-term future? If not, do not delay. As with any problem, it never takes care of itself... it only gets worse.

Source: www.cnbc.com

Handwritten Note

[Name],

Do you have a written income plan? I've helped hundreds of people here in [City] create plans that have kept the income flowing... even during the last few [weeks, months or years] of ups and downs. Please give me a call and we'll get one set up for you too [XXX-XXXX].

[AGENT NAME]



Phone Script

Thanks for your interest, I appreciate your calling. I guess in order to figure out how I might be able to help you, can you give me an idea of what made you call?

listen and then use some version of what is below to secure the appointment

Then may I make a suggestion? I've been sharing these techniques, methods, and ideas with people here in [city] for the last [number] of years and I only send out a few cards at a time because of the number of people, like you, that call me when they receive them...and what I found out early is that I used to try to explain how to get a secure, dependable income that keeps up with inflation over the phone and found everybody got confused (humor)...they got confused...I got confused...everybody got confused.

There are actually some very simple and safe ideas that can generate dependable income. I can sketch them on a pad of paper in front of you...takes about a half an hour...what I might suggest, if you are interested...if you fit in that category of wanting secure income that stays ahead of inflation...does that sound like you, [name]?

So, here's what I would suggest based on all the other people that I have worked with on these techniques...come on in for ½ hour...I'll sketch them out on a pad of paper...you can see if they fit with what you are looking for and at that point you'll either give me a thumbs up and say yeah, I'd like to take a closer look at these things....or you'll give me a thumbs down and say thanks for the information and go on your way knowing exactly what you can and cannot do to generate a high and dependable income.

You know when 10 people come to see me...2 will say let's do it right now...2 will say I don't want to do this...and the remaining 6 will say...well I want to do this with 2 or 3 of my investments but not this 1 or 2.

Printing

Directions:

Size of Postcard: The size of the finished postcard will be 5.5 x 8.5.

Postage: Because of size, it will require a regular first-class stamp.

Paper: Will need to be printed on white cover stock minimum of 67#.

Printing: This is designed to be printed 2 postcards on one regular 8.5 x 11 sheet of card stock, back to back. You will then need to cut this in half to end up with two postcards.