

LIFE INSURANCE LEAD SUPPLY PROPOSAL FOR **LIFE INSURANCE AGENCIES**

<http://www.express-leads.com>

LEADS ARE THE LIFE BLOOD

A company's life blood is made up by the sales it makes and the constant supply of leads that it is able to generate through its marketing systems.

OUR MISSION:

To keep your firm supplied with a steady flow of good quality leads at an affordable price.

BENEFITS OF OUR SERVICE

Our full service lead generation service saves you time and money

We do the following work for you so that you don't have to:

- Research the sources of traffic on the internet and how to utilize their systems in the most cost effective manner to generate leads..
- Research the competition, which are currently generating leads, and figure out the best ways to develop and grow our marketing campaign in this environment.
- Set up a group of search engine optimized websites and blogs to generate organic traffic.
- Set up paid advertising campaigns that specifically target keywords that our prospects may search for.
- Develop and test the sign up forms that the prospects use to provide us with their contact information.

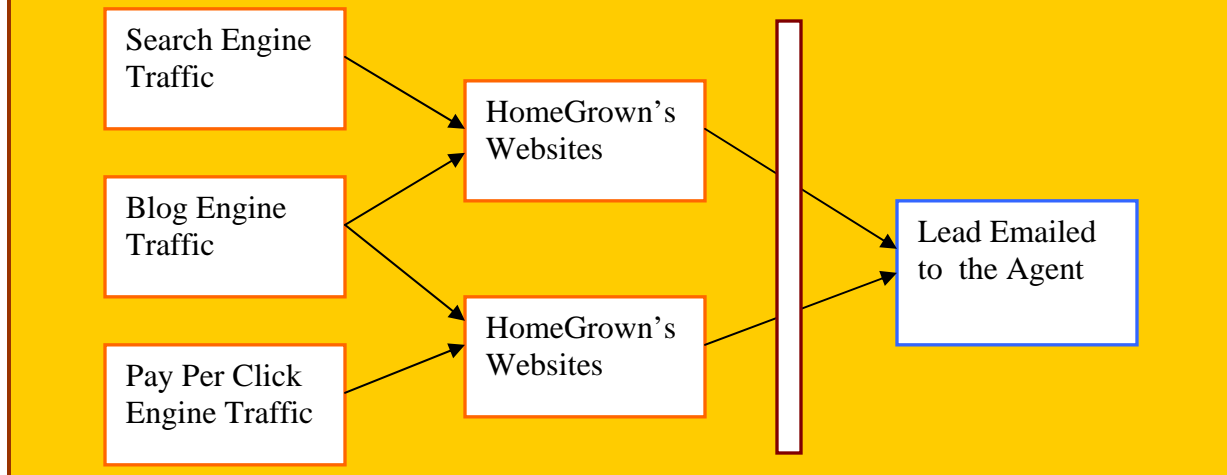
START UP PHASE

LEAD FLOW EXPECTATION – FIRST 90 DAYS

FIRST 30 DAYS – (Approximate)	
20 leads per week	80 leads per month
30-60 DAYS	
20-30 leads per week	120 leads per month
60-90 DAYS	
30-40 leads per week	160 leads per month
90 DAYS +	
50 leads per week	200 leads per month

Structure of flow of lead traffic

From HomeGrown to the Client



The best structure for the flow of leads is shown in the above illustration.

LEADS WITHOUT THE HEADACHES

We understand that you're busy doing the day to day tasks of managing your business. Your time is best spent working and developing your own business, and not learning the ins and outs of the vast and ever changing internet market place.

That's why the above structure is very appealing. We generate a traffic flow of interested prospects and deliver them to you as soon as they sign up. It's that simple. No mess. No fuss!

HOW IT WORKS

As soon as an interested prospect fills out a form on our website, we record that information in our records and then immediately send that information to your database through a form that talks to our system. At the same time we will send an email to you to notify you that you've received a lead. This happens as soon as the prospect hits the SUBMIT button.

YOU GET

- A valuable lead emailed to you as soon as the prospect signs up
- The lead recorded in our database so that you can log into your account on <http://www.express-leads.com> and view your permanent copy of the lead.

THE PROSPECT GETS

- Sent to a **Thank You** page telling them that an agent will be in touch shortly.
- The prospect also receives a confirmation email telling them that they will soon be contacted by your representative

Happiness is... LEADS

SAMPLE STOCK SYSTEM LEAD

Name: Bob Clientson
State: New York
Day Phone: 212-555-2345
Evening Phone: 212-555-5689
Email: rclientson@example.com

PROSPECT INTERESTED IN:

Term Life Insurance: YES

POLICY AMOUNT

Amount \$250,000

Prospect's Comments:

I have a policy that is ready to expire and am looking for better pricing for my new policy

ADMINISTRATIVE AREA

Date Submitted: March 22, 2006
Emailed to: agent@email.com
Lead ID: 10526

BROUGHT TO YOU BY:



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“ Generating financial leads online since 1999 ”