

# THE GREAT INCOME GAP.

## HOST A SPEAKER AT YOUR NEXT WORKSHOP

Grow your practice around the financial advice clients need most - Care Planning. There's tremendous value in providing expertise that enables clients to make informed decisions that protect their retirement plan.



Click now and tune into FIG's Ep 99 of the Retirement Inside Out Podcast featuring Alecia and discover how she can be an asset to your business.



### ALECIA BARNETTE SENIOR VICE PRESIDENT OF CARE PLANNING

Alecia is a national speaker with over 25+ years of care planning experience. She's supported and trained over 1,000 financial professionals with holistic care planning expertise and LTC insurance solutions.

Alecia knows families experience physical and emotional consequences with care planning needs. She's passionate about setting financial professionals up with the necessary tools to mitigate those concerns for their clients.



TO ACCESS THE CARE PLANNING PRESENTATION, A PRODUCER MUST BE DOING BUSINESS WITH FINANCIAL INDEPENDENCE GROUP.

- Talk to your FIG Sales Consultant about the program
- Seminars, educational events, agent teams, radio, podcast, etc.
- Program available to qualified FIG advisors only
- All travel and hotel costs are covered by the requesting party

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# Assets available to qualifying FIG advisors

- Long-Term Care Planning Seminar Presentation
- Long-Term Care: Facing the Future Whitepaper
- Long-Term Care: Insuring Your Future Whitepaper
- Care Planning Infographics
- Long-Term Care Seminar Invite
- Emails and Social Media Materials

## About the program

Financial Professionals working with FIG are encouraged to invite Alecia to speak to their clients, prospects, and business associates such as broker-dealers, RIAs, and advisors. Each presentation is tailored to the audience and is guided by the needs discussed. Presentations are typically hosted at large seminars, lunch or dinner events, college classes, podcasts and radio shows.

1. Reach out to Kathrine Hood (careplanning@figmarketing.com) to discuss presentation options.
2. Once vetted, the team will clarify expectations, needs, date, and location.
3. You'll receive a Speaker Request Form via email that must be completed and submitted before securing a date.
4. The cost is \$1,000, and the invoice must be paid before the event. This fee is eligible for payment via marketing dollars.
5. Once the paperwork is in place, you'll receive the PPT presentation, which can be personalized for your company (doesn't apply to a podcast or radio show).
6. You can expect a professional presentation and a question-and-answer period held by Alecia Barnette throughout the presentation.
7. We ask that you return the supplied Post Event Form to enable us track and gauge the event's success. Note we won't reach out to your clients at any point.

## The Importance of Nurturing Long-Term Care Insurance Leads

**Not all leads are "hot" today, but that doesn't mean you should stop nurturing them. The buying cycle in financial services can be long. But periodic contact with leads serves to move the sale forward by reinforcing value.**

- Offering Care Planning educational workshops and analysis provides an excellent opportunity for client acquisition, but only a few of your leads will be ready to convert immediately
- Most of the leads generated will require a carefully planned process of care and nurturing over time. Yet these long-term leads may result in the deepest client relationships
- Keep track of all attendees in your CRM database. A good follow-up process will ensure that prospects remember you and your firm when they're ready to make a decision, resulting in a shorter sales cycle
- Even clients with significant assets benefit from Long-Term Care Insurance
- Help clients and prospects understand the value of care planning
- Brand your firm as a retirement income planning expert
- Build and nurture trust with clients and prospects
- Pave the way for referrals of friends and family



**LONG-TERM CARE DOESN'T BRING FAMILIES TOGETHER; IT TEARS FAMILIES APART. IF YOU DON'T HAVE A PLAN, YOUR MONEY IS YOUR PLAN.**