



# If you educate...

## They will come.

### A new approach to growing your business.

As a member of InsurMark's Financial Awareness Network, you will have access to prospect companies, groups, organizations, unions, clubs, leagues, and societies.

We provide free one-hour educational workshops as a public service benefit to educate and inform community members about a variety of financial topics.

#### **What does this do for you? Plenty.**

It positions you in front of more qualified prospects on a one-on-group basis rather than one-on-one, which is much more time efficient. We position you as an educator and expert to the group, rather than being thought of as another salesperson.

Consistent with our non-profit mandate, absolutely no selling or product pushing of any kind ever occurs at a FAN workshop. However, the workshops form an excellent basis for you to become the attendees' professional advisor of choice.

We go to where people work or belong. We do not feed them, rent rooms, do mailings, or have telephone campaigns!

Our turnkey system is easy to implement and works quickly. Our support staff helps your business grow with multiple pieces of ready-to-go literature, advertising, and marketing materials to utilize, along with helpful consultative support. All of our materials have been field tested for many years and proven effective.

*The light bulb for me went off when at my first workshop, I saw 22 people, and 20 of them actually asked to come into my office and see me for a one-on-one consultation. These workshops sell themselves, and they sell me without me having to do it. With this approach, I expect to close 780 additional cases this year.*

– Jonathan from Maryland

**If doing well while doing good to others is important to you, affiliating with the Financial Awareness Network is perfect for you!**



Financial  
Awareness  
NETWORK

800-752-0207  
[www.insurmark.net](http://www.insurmark.net)

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Delivering Promises