



Dear Valued Insurance Professional,

As you know, the key to building any professional practice is having enough qualified prospects. Couple this with the financial meltdown going on in our country and you have a very timely need to look at your appointment book and see you probably need (and want) more solid appointments. Because of this, InsurMark has created a unique relationship with The Society for Financial Awareness (SOFA) in order to provide you that assistance.

SOFA is a Non-Profit, Educational, Speaker's Bureau that has been in existence for over 16 years. SOFA members penetrate their communities – positioned as “educators” and “experts” - conducting pro bono financial workshops to companies and organizations. They are in 44 states and have spoken at over 1,200 places across America.

A key benefit of SOFA membership is that instead of prospecting one-on-one, it enables the speaker to be in front of 20-40 interested people for an hour. Most workshops are “Lunch and Learns” and are marketed to position the SOFA member at the company, at the church, at the organization where the attendees work or congregate. Thus, no need for spending \$8,000-\$12,000 per month reaching out to the public and hoping someone, anyone will attend.

SOFA is a total turn-key system with full staff support. It provides a coaching program and complete assistance in locking up the workshops for its members.

One very important point that SOFA delivers to membership is they will connect you into building working relationships with Estate Planning Attorneys, Accountants, Mortgage Brokers, Realtors and Financial Specialists.

Bottom line, in these times, most of us need all the resources we can muster to keep our businesses moving ahead. Indeed, SOFA membership offers a unique, cost-effective way to sustain and grow your business for 2009.

For more information or to join, please visit www.insurmark.net/SOFA or contact an InsurMark Personal Annuity Consultant today. Opportunities are what we make...don't let this one pass you by!

Sincerely,

A handwritten signature in cursive script that reads "Carolyn M. Ruby".

President, InsurMark