

“In this industry it starts off with positioning. As agents we must put ourselves in the best position to not only to just earn a great income, but also first get in front of quality prospects. That's the platform that HFG provides. With HFG's leads being the quality they are, we are able to give more presentations in a day to play the numbers game and that's really all we can ask from a lead source and marketing partner. What I do best is help clients and HFG's leads allow me to position myself to have a great career.”

John M – NV

John's Approach

Script 1

Hi my name is John Melvin with Heartland Financial Group; just getting back to you about this card you sent in requesting information on final expense insurance.

Hand the lead card to them

My company sent this card to me upon your request and told me to get my butt out here and get this information to you.

May I come in?

Script 2

Is Betty Home?

Hi Betty, my name is John with Heartland Financial Group and my company sent me by to deliver this info you requested.

Hand the lead card to them

May I come in?

It's that simple!

**PERSONAL
BUSINESS MAIL**

2014
FORM FM0812

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*If undeliverable as addressed
please refer to section 507.1.4
of the official DMM.*

SDMI 2014

John Prospect
123 Main Street
Anytown, US 12345-9999



↑ Detach Here And Mail Today or ↑
For Privacy Fold Card and Tape With Return Address Facing Out.



Please provide free information for Nevada residents regarding
final expense benefits.

Signature: _____ Spouse's: _____

Date of Birth: ____/____/____ Date of Birth: ____/____/____

*Phone Number: (____) _____

***NEEDED FOR DELIVERY**

E-Mail: _____

PLEASE PRINT CLEARLY

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123 Main Street
Anytown, US 12345-9999

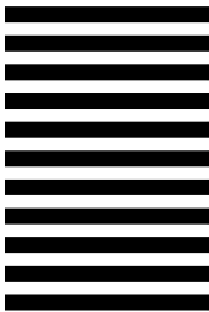




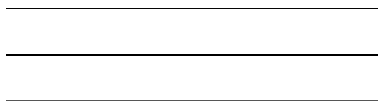
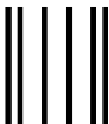
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IF MAILED
IN THE
UNITED STATES



2014 BENEFIT INFORMATION FOR NEVADA RESIDENTS

You may qualify for a state-regulated program to pay for your final expenses **regardless of your medical condition** even if you have been turned down before.

It is important you know how to qualify for this benefit available to you. This benefit may **pay for 100% of all final expenses** up to \$25,000.00. This payment is tax-free for Nevada residents.

You are entitled to receive this **free information** as a resident of Nevada. Please return the attached postage-paid card today.