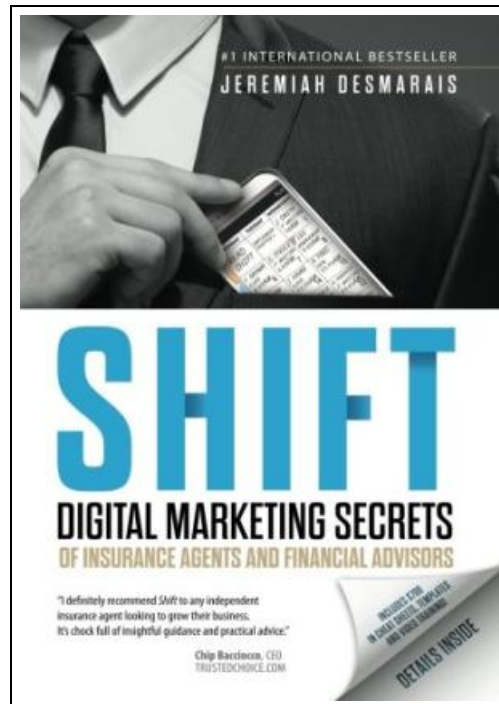


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Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The FIRST groundbreaking insurance and financial marketing Encyclopedia from Jeremiah Desmarais (De-ma-ray), one of the most respected marketers and thought leaders in the insurance and financial industry, ranked among the Top 40 Under 40. From the author: For the last fifteen years, I ve invested in millions in testing, trying and experimenting new and creative ways to generate insurance and retirement leads over the internet. In the process, I ve also interviewed the top performing marketers, insurance agents and financial advisors across the world - the best at what they do. My failures have outnumbered my wins by a ratio of 100:1. But when I found something that worked, I tested it in the field again and again until I could systematize it. I called it a SHIFT . Fast forward to today I m humbled that the work of my teams and I, as well as the incredible performers I have interviewed, have generated well over 2,000,000 leads online leading to over \$300,000,000 in commissions paid out to hard-working insurance and financial advisors in over 51 countries. Their best ideas are in this book. 201 of them to be exact through 40 groundbreaking chapters. No Fluff. 100 Meat. This unusual depth has helped make this body of work the first Insurance and Financial Marketing Encyclopedia of it s kind. It s been thoroughly reviewed by no less than 43 CEOs of carriers, FMOs, GAs, MGAs, FinTech Titans, Association Presidents, Editors, Magazine Publishers and respected industry thought leaders from all verticals. This is not re-hashed or regurgitated techniques from years ago with a glossy veneer. This book contains the distilled formulas, tactics, strategies, scripts, and inside baseball you won t find...

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