Overview of the NCPC Lead Program

Overview of the NCPC Premium Promotion and Lead Program

A Platform to Create New Leads and New Business for Your Organization

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Which Businesses Benefit from This Program?

This program will produce leads and expand the operations of practitioners or businesses working in a senior market. Here are some examples although this is not a complete list:

- Care managers
- Fiduciary, trust management, guardianship and custodianship services
- Family dispute and eldercare mediation services
- Nonmedical or personal care home care companies
- Home health and hospice providers
- Adult day services
- Geriatric medical care providers
- Home maintenance, deep cleaning, remodeling and yard work
- Care placement specialists
- Financial practitioners and insurance agents providing products or services to the senior community
- Asset preservation specialists
- Reverse mortgage specialists
- Real estate agents specializing in a senior market
- Specialists in organizing, downsizing and moving
- Elder Law and estate planning attorneys
- Accounting and tax services
- Medicaid planners
- Medicaid funeral trust specialists
- Specialists in veterans benefits
- Specialists in converting life insurance into cash
- Medical equipment, disability aids, hearing loss, vision support and home mobility modifications
- Transportation and companionship services
- Home safety systems
- Health and wellness counseling for caregivers and aging seniors
- Personal household financial management
- Insurance benefits advisors and coordinators
- Funeral preplanning, cremation and burial services

This program will also produce leads from a younger generation through the interaction with the children or other family members of aging seniors. Here are some examples of practitioners or businesses benefiting from these younger generation leads in addition to leads produced for aging seniors.

- Financial practitioners and insurance agents providing products or services to individuals in their late 50s and 60s
- Elder law and estate planning attorneys providing services to individuals in their late 50s and 60s
- Medicaid planners
- Medicaid funeral trust specialists
- Specialists in veterans benefits

What Do You Get with This Program?

1. Unless you are already a member of the National Care Planning Council you receive a Preferred Membership with the NCPC. Preferred membership includes the following:

    - Valuable internet exposure with a **listing** on our popular website, longtermcarellink.net. With over 500,000 unique visitors a year, we are constantly helping people find assistance from providers like you,
    - Additional internet exposure by listing on your State Care Planning Council website and by creating your own local planning council if you desire to do so,
    - Listings on our websites to include a **personal web sales page**. On this sales page you describe your business, services, background, embed a video if desired, add pictures, social media links and your own website link to help improve SEO. Your personal sales page includes a contact form which goes directly to your email.
    - Access to **complimentary marketing tools** such as brochures and booklets to hand out to potential and current customers,
    - Discounts on our marketing materials, on books, and on our tools for assisting veterans,
    - Access to **ghost written articles** to use for your blog, website, newsletter, email campaigns, and print publications,
    - National Care Planning Council member **logo use** and affiliation.

2. Instructions and support from the National Care Planning Council how to organize a collaborative marketing group of like-minded individuals serving the senior market which we call a “local planning Council.”

3. Listing of your local planning Council and the website we create for your group on the NCPC website and on the website of the State Care Planning Council for your State.

4. Creation, hosting and online listing of a unique website for your collaborative marketing group that provides your local community a one-stop shop for aging seniors’ services. With the website, you and other members of your group help individuals and families in your local community find solutions to the difficult challenges they face with their aging loved ones.

Below are links to two demonstration websites. The first demonstrates setting up a multimember local Council group. The second demonstrates setting up a 2 or 3 member group which acts as a resource for elder issues by maintaining an alliance with numerous senior service providers in the community.

https://utahcouncil.com/index.html
https://www.utahseniorresources.com/index.html

The website is deliberately designed with content to allow for Google approved search terms relating to aging issues. Using these terms, we set the site up for local search with a Google Business Profile and Maps which will produce leads for your collaborative marketing group.

The website contains resources and tools for your collaborative marketing group to use in applying the solution-based approach of the lead program. These resources and tools include:

- A comprehensive aging issues library for the public to use with over 130 in-depth articles and videos that cover the entire spectrum of aging issues.
- Content that provides guidance and helps solve problems for the families of aging seniors.
- Access to the Aging Issues Planning Tools tied to a database managed by one member of the Council.
- The automatic production of reports and recommendations by online software for persons submitting assessments and questionnaires using the Aging Issues Planning Tools.

5. Aging Issues Planning Tools. An online planning process using 4 different evaluation tools to produce new leads and new business for your collaborative marketing group. The system allows you to administer an unlimited number of these evaluation tools. These tools apply to different situations you may encounter with potential new customers or clients. They include:

- A free no obligation online aging assessment to produce leads through serving aging seniors
- A free no obligation online retirement assessment to produce leads through serving younger seniors
- A formal planning process called Life Resource Planning, used to produce new businessfrom leads typically produced through conducting local educational workshops
- A formal planning process called Retirement Planning, used to produce new business from leads typically produced through working with the children of aging seniors

6. Instruction manuals and marketing resources to promote your Council group to include:

- Five instruction manuals for using the various parts of the system which are:
  - ✓ Instructions for Setting up a Collaborative Senior Marketing Group (a local Council)
  - ✓ How to Promote the Aging Resources Website
  - ✓ How to Conduct Educational Workshops to Produce Leads
  - ✓ How to Use the Online Aging Evaluations to Produce New Business
  - ✓ How to Use Life Resource Planning to Produce New Business
- Detailed instructions on how to use the tools and URLs contained on the website to create new business for members of the group

- Educational workshop slide presentations and promotional material
- Background knowledge training for you and other members of your collaborative group
- Promotional approach pieces, brochures and booklets
- Ghostwritten articles for collaborative marketing group promotion
- Articles for you on the advantages of collaborative marketing
- Sample educational workshop presentations

How Does the Program Work?

The Program Utilizes a Collaborative Group Marketing Approach
A collaborative senior marketing group is a networking group of like-minded practitioners and companies who band together to provide aging services to the local community. These individuals and companies work together as an informal partnership to achieve three common goals which are:

1. Educate the public on how to plan for the needs of aging seniors
2. Provide the local community a one-stop shop of aging senior's services and family support
3. Create a positive reputation for the group through group promotion and service

Even though a collaborative marketing group is not a formalized legal organization, it operates much like a small business partnership with all members working together to achieve the goals outlined above. Any lead requests coming to the group through its promotional efforts belong to the group and not to any individual member. A lead request that belongs to the group is never given to a competing outside group member. This is a key element of the program.

After the immediate needs of someone requiring assistance are met, an effort is then made to uncover all the challenging issues of the aging senior or his or her family who require the assistance. This solution-based approach to helping aging seniors in the community allows all members of the collaborative group to participate in solving the needs of an aging senior and his or her family instead of just providing a simple one-time sale of products or services from an individual group member.

Our marketing program approach to uncovering all the issues facing an aging senior or for a younger senior facing or in retirement is accomplished in various ways. Here are some of the ways this is done:

- ❖ Provide Life Resource Planning or Retirement Planning to create new business.
- ❖ Use the free online aging issues assessment or retirement issues assessment available to group members to uncover aging issues and create new leads.
- ❖ Obligate each individual group member to be aware of the services of other group members and recommend those services to potential customers or existing customers of that individual group member.
- ❖ Work together as a team to promote the group solution-based approach through advertising, brochures, website promotion and other means.
- ❖ As an additional and optional lead generation process, agree to work together as a group to promote and conduct educational workshops.

Our Program Can Be a Challenge for Those Who Use Traditional Marketing
For most people our marketing approach requires some new thinking. For those who view this as a challenge to their existing methods, they should try it – it works. From experience, collaborative senior marketing does create more leads and also produces more new business than the more common cost versus benefits, single sales approach.

When we first started doing collaborative marketing many years ago and offered advice and education to the public as a free service, we found those people we were dealing with expected specific guidance to help them solve their problems. When meeting with those people who were expecting guidance from us, we found that it was not natural to offer products or services but to help them solve their problems first. Once we did that, then our newfound customers would be more likely to purchase the products and services from members of our group. We found that a solution-based process naturally led to a sales process. Where an initial solution-based approach was not appropriate for people who needed immediate assistance with challenging elder issues, naturally we provided service, but then followed up with our broader holistic marketing approach.

Solution-Based Marketing Eliminates the Need for Traditional Sales Approaches
Getting a buying decision based on the principle of identifying and solving customer needs first requires using a different strategy from traditional sales approaches. Unfortunately, making a sale using traditional sales methods, may result in the purchase not solving underlying problems and the buyer looking for help elsewhere. We believe there is a better way to sell, using solution-based marketing and avoiding common sales methods to facilitate a buying decision.

Solution-based marketing eliminates your having to persuade people into buying products or services that may not completely solve their problems. Through solution-based marketing, you will help your customer identify issues that customer currently has or will experience in the future. You will then provide recommendations for solving those issues. Your recommendations are designed to fit all the needs of your customer. You give them a number of options to choose from and not force them to take the option that you think they should have. By identifying all the underlying issues and then allowing the customer to choose his or her own options from a list of recommendations, you eliminate the need for typical sales closing approaches. Closing is always a part of any sale, but our solution-based approach makes closing a sale an easy process.

The flipside of our approach is that you must be willing from time to time to forgo a sale of your products or services if they don’t fit the needs of the customer. For some, this is a hard pill to swallow. Look at it this way. By providing business opportunities for other members of your group through a solution-based approach, members of the group are also obligated to do the same for you. What “goes around comes around.” In the long run, you will receive more business using our cooperative strategy than the more traditional approach of every man for himself.

Solution-Based Planning Results in More Product or Service Sales
If products or services are necessary to implement your solution-based strategies, the customer will recognize that and will typically buy those products or services from you or from other members of your collaborative group. After all, the customer is trusting you to solve his or her problems and will readily listen to your recommendations if they make sense. Is a customer going utilize you for advice and then go to someone else for products and services? Unlikely.

Those of you who use a solution-based approach already understand that this process typically results in more income to you. You have experienced that this solution-based approach has the potential of selling more product or services than you would have derived from urging your services or products as a first step.

A common argument from product-sales-first practitioners is that solution-based marketing is too time-consuming and not an efficient way to make a living. It does certainly take more commitment and more time to use this sales approach. And you may have to forgo sales of your own services or products in order to provide the sales for other members of the group. Or in some cases, you may have to refer the customer to someone outside your group. On the other hand, those practitioners who use a solution-based strategy and who are genuinely interested in the welfare of their customers know this argument doesn't hold up. Investing more time in the process results in better customer trust, better sales success, future referrals and a continuing relationship with satisfied customers.

Organizing a Formal Collaborative Senior Marketing Group

Existing collaborative marketing groups supported by the NCPC tend to have between 5 and 12 members. We do not dictate how these groups should be run or how they should be set up. We provide advice and basic instruction on setting up these groups based on years of experience. This guidance is found on the a flash drive we furnish with the system and is called "Basic Instructions for Setting up a Collaborative Senior Marketing Group."

For consistency, we recommend that formal collaborative marketing groups use the term "planning council" somewhere in their official title. This helps tie them to the national and state care planning council websites where we provide the listing services for the groups. However, the group can choose to call themselves whatever they want. We don't dictate that. In our instructions, you should be aware that we call the formal collaborative marketing group a "local planning council" only to differentiate it from an informal collaborative senior marketing group which we will describe below.

We highly recommend that you read the instructions for organizing a formal collaborative group as we have learned a lot over the years that could benefit you especially in the set up and organization of the group. Typically, starting out slowly and spelling out upfront all the rules and requirements to group members alleviates a lot of future problems in keeping the group together.

Organizing an Informal Collaborative Senior Marketing Group

Some of you may choose not to organize formally as a group with identified group members. You may choose to provide the same collaborative marketing approach with an informal group. We call this approach a "local resource group." You would follow the same instructions for organizing this marketing group but simply not identify your extended network on a website as they may change from time to time. In this sense, you and a marketing partner are the only persons represented on the website that we create for you and you would call yourself something like a senior services coordinator or an aging issues director or care services manager or something similar. You would make it known that you have an extended networking group to provide the same one-stop shop services as a formal group would provide. We will help you set up the website for this resource approach if you choose to do it that way.

A formal collaborative marketing group also has a need for organizing an informal collaborative group. If the formal marketing group does not have a member who can meet the needs of someone requiring certain services, the formal group needs a background senior services network to provide those services or products that the formal group does not provide. To differentiate the members of a formal group from their informal network, we typically call that larger informal network "the extended provider network." But you can choose to call them whatever you choose.

The Formal Collaborative Group Requires a Commitment to Serving the Community
The purpose of a formally organized collaborative senior marketing group is to establish a community perception of individuals or organizations or companies who are banding together to provide a one-stop shop for aging issues to include advice, services and products. Not only should this be the perception but it should be the underlying motivation for members of the group.

All group members must be interested in providing solutions to aging challenges and should have a passion for being involved in the community in their areas of expertise. Their attitude reflects a sincere desire to serve the needs of others and help others with their problems.

We have designed our community service concept around simple cost free, no obligation assessments to accommodate this whole person/holistic approach to selling. Any individual making a lead request is provided whatever service is being sought through members of the local formal group or through members of the extended networking group. A follow-up is made with that individual to make sure the services were provided. This new customer is encouraged to complete the assessment to uncover all their aging issues. The resulting assessment report will then uncover the services of as many collaborative marketing group members as possible.

<u>If the individual making a lead request does not want to participate in the assessment, the collaborative group member offering the assessment can use those same yes or no responses in an interview working from a paper version and then submit those responses online to produce the final report. This will also lead to uncovering the aging issues without an inquiring individual feeling threatened by responding to an unknown online process.</u>

An important feature of our marketing program is for every collaborative marketing member to adhere to the perception of community service by offering at least one cost free consultation with anyone desiring to meet with that group member. Only after a member of the group has gained the trust of an inquiring individual does the collaborative marketing member change hats to provide his or her services. This method of first gaining credibility and trust with a potential new customer results in far more success than selling products and services as a first step.

How Does the Program Generate Leads?

Using Our Marketing Program to Generate Leads for All Members of The Group
Our marketing program revolves around a unique website we create for you that provides your local community a one-stop shop for aging seniors' services. On the website, you are indirectly selling your business or your services. First and foremost, you are helping members of your local community find solutions to the difficult challenges they face with their aging loved ones.

The program produces leads in five different ways. The first way is the aging resources website we create for you that is designed to produce leads from local search through our setting up for you a Google Business Profile with Maps. (Read about all five ways to produce leads further below.)

The aging resources website is used as proof of credibility and verification for local Google search and for individuals checking up on who you are. <u>In addition to other websites you may currently have – ones that directly promote your business – you should also have this special website for serving the community. Having different websites with different service approaches is a good idea.</u>

This website promotes your services or products as part of a larger offering of services and products for aging seniors. The emphasis is on promoting your collaborative marketing group as a community source of senior services. You will find that this community service approach produces leads through a multiplier effect for your entire collaborative marketing group.

As a subscriber of our marketing and promotion program, your first objective is to create well rounded solutions for your potential customers and those of your marketing group. This means finding solutions for individuals making inquiries by providing your services as well as directing these individuals to others who can also help them with their challenges. You fit your business services into the solutions by giving the aging senior and their family members a complete one-stop shop for advice, services and products. Through the avoidance of being self-serving and providing as much help as you can, you will build trust and rapport. Using this approach, allows you to not only serve the needs of aging seniors and their families but also build a network of like-minded colleagues who are willing to point their customers in your direction as well. You will receive numerous new business leads because of this service to the community.

Lead Source 1 – Leads from Local Internet Searches
In addition to designing and hosting your new aging resources website, the National Care Planning Council will set this website up with a Google Business Profile that will generate leads from local searches in your geographic area. Google allows for thousands of predetermined search terms for all business profiles it supports. When we set up your local business profile, we create for you a Google account, a valid email for contact and we provide your valid phone number and your valid fixed address location – preferably a business address. Most importantly we will add Google approved search terms for the public to find your website. When we set this up, Google will scan the website to determine if everything is legitimate, including the search terms. If Google finds evidence of approved search terms on the website, it will allow those particular search terms we submitted.

We have identified Google approved search terms, any, or all of which could apply to the website we set up for you. This depends on the services you offer as well as the services of your formal and extended collaborating marketing group. The more search terms available to the public, the more likely individuals looking for senior services will find your website on a Google search. Not all local searches will open up a Google Business Profile with Maps. We do our best to set up your website so that search terms pertaining to your Google Business Profile will open the Maps feature.

Perhaps you can now see the advantage of having a website that offers a wide variety of senior services. With your own business website, you may be limited to a few Google approved search terms for local search. Once your Google Business Profile has been set up, you will now come up with Google Maps for any local searches for the search terms we have submitted. As an added bonus, Google will also recognize additional search terms found on your new aging resources website and bring you up on Google Maps as well. This free service from Google will result in leads for your group.

Lead Source 2 – Orphan and Direct Leads from Council Websites
Our premium membership program includes membership in the National Care Planning Council and in your local state care planning council unless of course you are already a member are already receiving these services. Not only do you receive listings on these Council websites, but we create for you what we call a "sales page" which introduces you and your services and includes a contact form for someone to request your help. Our websites also have general inquiry contact forms that are not tied to any particular member. Every day at the National Care Planning Council we receive numerous high-quality lead requests from our main website or from our 42 State Council websites that are not directed to any particular council member business listings on those websites. We call these "orphan" leads. Other lead requests to council members, such as your own listings on our websites, go directly to your email. We distribute these orphan leads to council members operating in the area from where the request originated. In addition to a few leads from your own listings you should expect to receive a few orphan leads as well.

Lead Source 3 – Leads from Conducting Educational Workshops in Your Local Community
We provide you with the materials and the instructions to conduct educational workshops in your local community. This is an additional lead generation program that you can use if you choose to. Organizing and conducting these educational workshops requires a great deal of time and effort and perhaps you can generate enough leads with the system we have already described. On the other hand, if you do decide to provide educational workshops, and do it properly, you will create a large number of new marketing leads from your effort. You can conduct these workshops virtually, but generating leads from a virtual presentation is very difficult. Face-to-face workshops are the best approach. Workshops can be conducted in the following locations or for the following groups:

- Presentations for Existing Clients
- Employer Sponsored Workshops
- Alumnus Associations
- Senior Centers
- Clubs – men's clubs, women's clubs, University clubs
- Unions
- Senior Living Communities
- Church Groups
- Presentations at Educational Locations
- Tuition-Based Classroom Instruction at Local Colleges or Universities
- Presentations for Home Care, Independent Living, Assisted Living and Nursing Homes
- Presentations Specifically for Veterans

Lead Source 4 – Leads as a Result of Referrals or Leads from Existing Customers
Collaborative marketing group members are encouraged to generate leads for the group from their existing clients. They can do this by inviting existing clients to complete the aging issues assessment, or the retirement issues assessment or by inviting existing clients to educational workshops or simply asking existing clients if they need help beyond the services of that particular group member. These leads can be for specific services or they can be general leads requiring a planning approach of some kind. This planning approach could be Life Resource Planning or an in-depth consultation with the Council Director or a designated Council member.

From time to time the marketing group may also receive referrals from satisfied customers or from centers of influence or from other groups with which the group members might be interacting. These leads are also likely to be general leads but they could also be for specific services.

Lead Source 5 – Leads for Aging Seniors Result in Leads from Family Members
Of particular importance to those of us who work with aging seniors is that we are almost always working with younger family members who are supporting the aging senior. These may be children, relatives or others who are interested in the welfare of those they love. After you have partnered with these younger family members to provide assistance for the aging senior or aging seniors, these younger people will often recognize the need for planning for themselves. You can use the retirement issues assessment to uncover new business for you and other members of your group. Or you can go into more depth and use the formalized Retirement Planning Survey process.

This need for planning for these younger folks, who are typically age wise in their late fifties or in their sixties, is a golden opportunity for you to help them prepare for their retirement and do the kind of preparation that the aging senior or seniors should have done in the first place.

How Does the Program Generate New Business for Members of the Group?

New Business through Individual Assessments

The purchaser of our marketing program acts much like the director of a small business partnership. He or she is responsible for satisfying the new business needs for other members of the group.

The person who subscribes to our marketing program is responsible for managing both the aging issues assessments, the retirement issues assessments and the Life Resource Planning and Retirement Planning approach. Or the purchaser can assign the management to another group member. Here is how it works.

- We provide an online database for the manager to store the completed online responses.
- The analysis and processing of an online aging evaluation is generated by software and placed in the survey manager's database automatically.
- An online report is created within seconds. The report could contain anywhere from 10 to 20 short paragraphs identifying aging or retirement issues and how and why the senior and his or her family should act on these issues.
- As soon as an online response is completed, the report is available immediately to the manager or through the manager to any member of the marketing group to present to the person completing the online evaluation.
- If any members of the collaborative marketing group administer the evaluations in the presence of any potential new customer, those members can be given access by the manager to the report to go over with that individual on the spot.
- A printed or email version of a report is available in PDF format.
- For evaluations taken online at a previous time, the survey manager contacts the individual filling out the online response and offers to go over the recommendations in the report with that individual either on the phone or through a zoom contact or a face-to-face meeting.
- The individual receiving the report is assured there is no pressure to purchase any products or services and that the report is absolutely free with no strings attached.
- When going over a report, the evaluation manager or other group member identifies 3 or more critical issues that need to be addressed and asks the individual receiving the report if he or she wants assistance in addressing those issues.
- If the individual receiving the report agrees to the assistance, the manager has likely closed purchase of the services offered by members of the collaborative senior marketing group.
- The manager takes a proactive stance and sets up a free consultation appointment with each of the members of the collaborative marketing group who can offer assistance with the critical issues identified.
- Providing satisfactory assistance to an individual receiving the report will then allow following up on other identified issues and provide additional lead services.

<u>If the individual making a lead request does not want to cooperate directly, the manager or other member can use those same online questions in an initial oral interview and submit those responses online to produce the report. Then the same steps above can be pursued.</u>

Detailed information on how to use these surveys to produce business is found in Successful Senior Marketing under the title "How to Use the Online Aging Evaluations to Produce New Business."

New Business through Life Resource Planning Surveys or Retirement Planning Surveys
Life Resource Planning and Retirement Planning are a formal planning process for aging seniors or a planning tool for younger individuals who are ready to retire or more recently retired. These online evaluation tools are also included with the marketing program.

Life Resource Planning or Retirement Planning can result from doing one of the free evaluations mentioned above. These tools can be used as a first step in helping individuals who make inquiries. A designated member of the collaborative marketing group will use these tools to do aging issues planning. We recommend charging a small fee to do this planning such as $100. This covers the cost of the planning process and provides money to insert the printed plan recommendations along with planning reports and educational materials into a nice-looking three ring binder for the family or for the retired individual to retain. Charging a fee changes the perception of this process from a sales-based approach to a solution-based approach for dealing with the challenges of aging.

Just as with the free evaluations, everything is automated and online. All plans and planning reports are deposited into the same database of the assessment/survey manager and automatically generated the same way as the free smaller evaluations.

With this formalized planning process, the emphasis is on solving the aging issues. The focus is on finding solutions and not selling products. This more formal approach is not an end-all process. The planning is designed to uncover the need for additional planning for members of the marketing group such as care management, estate planning, financial planning, family caregiving planning, insurance restructuring, tax planning, end-of-life planning and so forth. The generation of new business for other members of the marketing group occurs as part of this planning process.

More about the Free Assessments and the Formalized Planning Process
The use of free evaluations to generate leads is **NOT** intended as a referral program for collaborative marketers. We certainly don't rule out that referrals will occur with members of the group; however, our approach results in a tighter relationship between the members of the collaborative marketing group beyond referrals. The use of the evaluations results in setting up business appointments with members of the group. This results in a higher probability of group members selling their products or services instead of just receiving referrals. In return for these business opportunities, members of the group have an obligation to promote the evaluations to their own potential customers and to support the marketing efforts of the group to generate more business appointments for themselves. Failure of collaborative group members to provide opportunities for filling out an assessment or a survey can result in finding new group members who ARE willing to cooperate and asking non-cooperative members to leave the group.

Here are some ways to generate the assessments or surveys:

- Persuade newly inquiring individuals to fill out the online evaluation as part of a free service in providing assistance with the inquiry. Instead of providing assistance for one member of the marketing group from a lead inquiry, the evaluation will provide numerous opportunities for assistance for more than one member of the marketing group from that inquiry.
- Require an exchange of evaluation opportunities with group marketing collaborators in exchange for the business opportunities generated for those collaborators.
- Invite existing clients or customers of all group members to do the online evaluations.
- Require members of the marketing group to provide the evaluations to their own potential new customers or clients.

- Invite non-group members such as other home care companies, other home health, assisted living, retirement communities and so forth to promote online evaluations in exchange for the business generated for these providers.
- Pass out brochures with the website domain and with the links to the assessment or survey.
- Provide links to the assessment or survey for your own and other group member's email communications with an invitation to complete the online evaluation.
- Put the evaluation URLs on member websites and on business cards.

More detailed information on how to use the evaluations to produce business by setting up appointments for members of the marketing group is found in Successful Senior Marketing titled "How to Use the Online Aging Evaluations to Produce New Business" and "How to Use Life Resource Planning to Produce New Business."

"If You Build It They Will Come"

This famous misquote of a line from the 1989 movie "Field of Dreams" is deeply embedded into our common language. "If you build it, HE will come," is the actual line heard by Kevin Costner's character Ray Kinsella, who followed the voice he heard to build a baseball diamond in his Iowa cornfield. The character, Ray Kinsella, impoverished himself and his family with the understanding that somehow he would benefit from building a baseball diamond in the middle of nowhere. The "he" in the voice that he heard turned out to be his father. The encounter resulted in a reconciliation of their relationship. However, the real miracle was that thousands of people were drawn to his cornfield to ostensibly pay to see it. In other words the miracle that was the "they" and that is the essence of the misquote, evidently resulted in making him whole financially.

The fictional principle in the movie was a voice that convinced the character that what he was doing was the right thing and eventually would result in some rewarding outcome. Truthfully, this principle really does exist in our universe. In other words, if you commit to Collaborative Senior Marketing and you unquestionably accept that it will work for you, it will work for you. You must proceed with the expectation that you will be successful and believe it or not, the means to attain that success will present themselves – often in an unexpected manner. Wishful thinking alone does not work.

You will find if you have the conviction firmly locked in your mind and it is not just something you wish might happen and then you take action as if that outcome or assurance will come to pass, doors of opportunity will open unexpectedly. Important people will contact you as if out of the blue. Solutions to problems will seem to come from nowhere. It happens. An extremely important part of the assurance principle is that once you have the assurance of an outcome you must exercise the mindset there "is always a solution." You should not give up if roadblocks appear in your path. Many people looking back, have experienced this powerful principal in their lives. They just don't recognize it as a special process. They just chalk it up to coincidence or serendipity.

On the next page is an outline of the process which is called the "Assurance Principle." It really works if you apply the principle and accept without doubt the outcome you have been given. It does not work unless you have an overriding assurance of the future outcome planted firmly in your mind.

THE POWER OF THE ASSURANCE PRINCIPLE

Definition of Principle: A fundamental truth or proposition that serves as the foundation for a system of belief or behavior or for a chain of reasoning.

1. Assurance is an internal confirmation of a future outcome that is real and will happen.

2. Assurance of a particular outcome comes from a universally pervasive inspiration cloud that anyone can tap into if an effort is made to do so and that is why so many people seem to come up with the same future outcome that they each think is unique to them.

3. Future outcomes will only happen if action is taken – simply wishing does not work.

4. The assurance principle requires taking first step actions towards putting into place the future outcome even without knowing what is necessary to achieve that future outcome.

5. By faithfully acting towards achievement of the future outcome, unexpected support will miraculously appear at the right time to enable the achievement of the future outcome.

6. The assurance principle is a very real invisible, enabling power that pervades the universe and allows us to successfully manage our personal daily progress, fulfill our personal destiny and maintain our safety and well-being.