

Strategic Marketing Partner Program

for Life Insurance



A New Piece
for Your
Revenue Puzzle

Strategic Marketing Partner Program

Spectrum Direct Insurance Services

Spectrum Direct Delivers New Revenue Sources to You Through Innovative Life Insurance Programs

The Strategic Marketing Partner Program (SMPP) provides your company with the opportunity to establish new revenue streams by co-marketing with Spectrum Direct an array of term life insurance products.

The program requires no significant initial investment and is open to a wide variety of business partners, whether or not they have life insurance licenses.

The SMPP markets two important types of term life insurance, all of which are backed by high-quality life insurance companies:

Simplified Issue – The purchase process for these policies is quick and efficient, with no medical exam required. Policies are purchased online, or through our call center, and delivered to qualified applicants, typically in less than a day.

Fully Underwritten – These policies offer the lowest prices, with a simple “no cost” medical exam required. Purchases are initiated online or through our call center and completed with guidance from our licensed agents.

About Spectrum Direct

Spectrum Direct has provided approximately \$4 billion in benefits to over 250,000 Americans and is licensed in all 50 states and the District of Columbia. See our licenses at www.SpectrumDirect.com/licenses.

“Inc. Magazine” honored Spectrum Direct in 2007, 2008 and 2009, naming us to their annual list of “America’s Fastest Growing Companies.”

We are charter members of the Life Insurance Direct Marketing Association (LIDMA), a national non-profit organization dedicated to excellence in the term life insurance industry. We are also members of the Better Business Bureau.

Program Contact

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How the Program Works

Through the Strategic Marketing Partner Program, you are able to leverage our relationship with high-quality life insurance companies, turning a complex product sale into a simple transaction.

- No experience required.
- No long sales cycle.

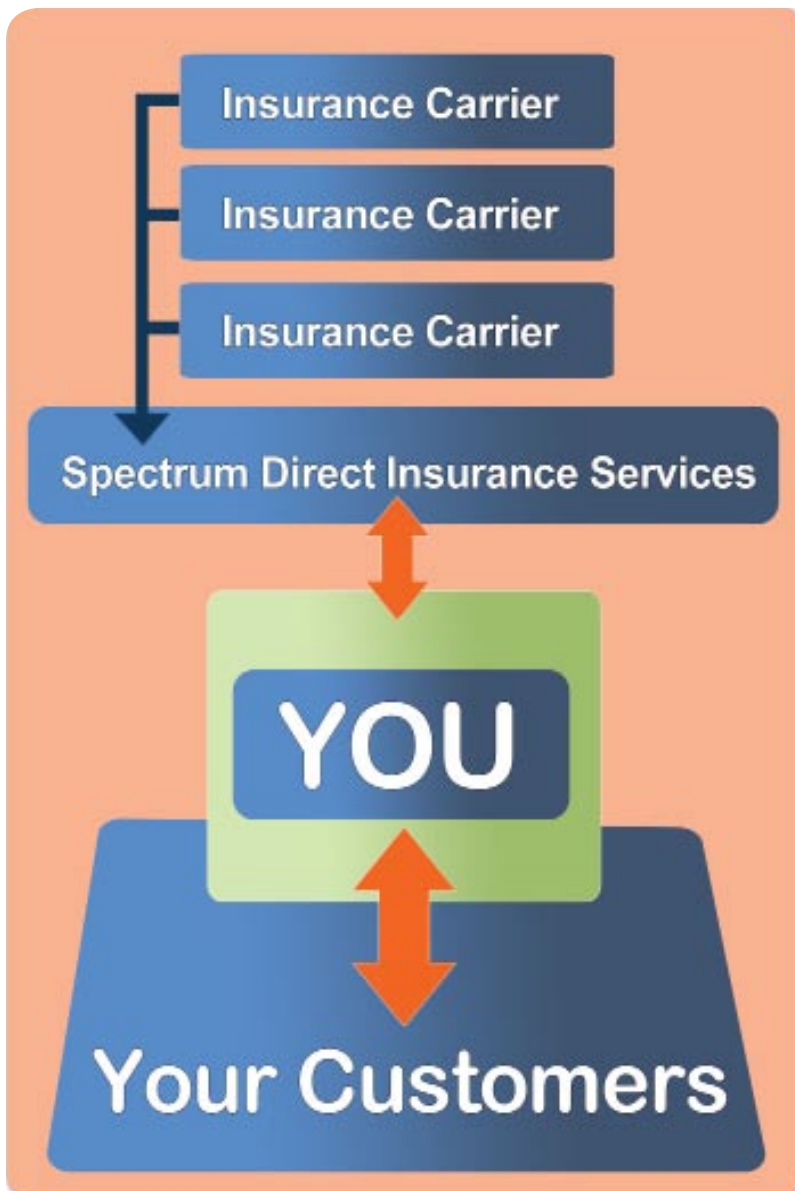
Through Spectrum Direct, you can connect your customers to life insurance – a product they genuinely need and want. As a result, they take an action that results in a **profit for you**.

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Introduction

Life insurance is one of the few “trillion dollar” industries in the U.S. economy that retains its value through economic cycles. From mid-2008 through 2009, it did not suffer the sharp swings in value that occurred in other market sectors like technology. For this reason, it represents an excellent source of new revenue for select companies.

New opportunities exist for both licensed and non-licensed companies to participate in life insurance revenue streams. In other words, companies who don't sell life insurance can profit without industry-specific expertise.

The Strategic Marketing Partner Program (SMPP) enables you to quickly generate a revenue stream in the life insurance industry without complex requirements for participation. Also, if you are already engaged in this market, we can provide you with the latest product and technical innovations, reaching more customers with greater profitability.

Revenue Opportunities in the Life Insurance Industry

The Strategic Marketing Partnership Program offers you the opportunity to increase your revenue by:

Cross-selling products and services.

Providing more value to your customers.

Increasing customer loyalty through compelling, in-demand life insurance products.

Selected Vertical Markets

The following vertical markets provide ideal opportunities for partnership because of demographic commonalities between them and the target market for life insurance buyers.

Financial services:

- Mortgage and real estate
- Banking and consumer credit
- Personal finance
- Auto, homeowners and/or health insurance

Business to consumer:

- Direct marketing
- Retail
- Wedding and marriage
- Baby, pregnancy and family

Companies who participate in one or more of the vertical markets listed here may be able to leverage a significant opportunity for increased revenue and consumer loyalty.

Key Market Data

Recent studies by the Life Insurance Marketing and Research Association (LIMRA) and the Life Insurance Direct Marketing Association (LIDMA) show that there is a **large percentage of U.S. citizens who do not own life insurance**. There are also **many others who are significantly under-insured**.

Over **68 million** U.S. adults have little or no life insurance protection.¹

Around **48 million U.S. households (44%) believe they do not have enough life insurance**. Most need at least two more years of coverage than their current policies provide.²

Typical Life Insurance Buyers

Life insurance customers are often found in the following groups:

- New or existing homeowners seeking coverage for mortgages
- Parents who need to secure their children's future
- Mid-life adults who need to protect dependent parents

Regarding financial needs, they:

- Value long-term financial planning
- Need to protect future income for themselves or a family member
- Realize they are under-insured (or non-insured)
- May own an existing life insurance policy, but want to comparison shop
- Respond to direct marketing offers for auto, home or health insurance

Companies whose customers fit the profile of typical life insurance buyers should consider the **potential revenue** they represent, and their **genuine need** for this product.

Generations at Risk

According to the Life Insurance Market Research Association (LIMRA), **one third of adults are uninsured**, in spite of efforts by the industry to make customers aware of the importance – and affordability – of life insurance.

Consider these statistics:

More than **1 in 4 men have no life insurance** coverage at all.

Overall, women are more likely to own life insurance today than they were in 1998, but almost **1 in 3 women have no life insurance** coverage at all.

Today, insured adults are more likely to have only group life insurance obtained through the workplace. **Adults with only group coverage carry the lowest amounts of life insurance.**³

1. "Key Facts for All 2009 Marketing and Sales Initiatives," Life Insurance Direct Marketing Association (www.lidma.org), Fall 2008.
2. "Trends in Life Insurance Ownership Among U.S. Households," as quoted in "The Facts of Life and Annuities," Life Insurance Marketing and Research Association (LIMRA – www.limra.com), 2009.
3. "Generations at Risk," LIMRA, Fall 2008.

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Why Partner with Spectrum Direct?

One of the single greatest challenges in the insurance industry is the need to nurture and convert qualified prospects, while minimizing acquisition costs. Spectrum's core expertise has been efficient and profitable Internet marketing within the life insurance industry for many years.

Our History

Spectrum Direct was founded by Seymour "Sy" Alter, CLU, and Christopher Snyder, CLU, ChFC, in 1986. (CLU is the life insurance industry designation for Chartered Life Underwriter. ChFC is the designation for Chartered Financial Consultant.)

The company has become a comprehensive life insurance marketing organization located in Mission Viejo, California. "Inc. Magazine" has honored us in 2007, 2008 and 2009, naming Spectrum Direct to their annual list of "America's Fastest Growing Companies."

Our Expertise

Spectrum Direct specializes in the term life insurance industry and the effective marketing of these products with current online technologies for maximum customer reach and sales conversions.

We have established unique technical integrations with selected carriers to provide expedited insurance coverage. Combined with our call center, these advances allow Spectrum Direct to facilitate a smooth and efficient buying process.

We continually research the life insurance carriers, identifying the best programs and products. Key issues we monitor include:

- Financial stability of our carriers (A.M. Best rating)
- Competitive pricing
- Time-to-policy issuance
- Underwriting standards and procedures
- Customer service levels and capabilities

Our qualified staff include:

- Insurance marketing and e-commerce professionals
- Marketing analytics tools and personnel
- In-house legal department for compliance
- A fully staffed life insurance call center
- An application and policy administration department
- In-house accounting for reporting and revenue tracking



Spectrum Direct makes the life insurance purchase process efficient for your customers and profitable for you.

Spectrum Direct Insurance Carriers

Spectrum Direct has a long history of solid relationships with top carriers, allowing us to offer a wide range of term life insurance products. More information about our carriers can be found at www.SpectrumDirect.com/carriers.

American General

Lincoln
Financial Group®

FIDELITYLIFE
Established 1846

Prudential
Financial

HSBC  Insurance

RBC
Insurance

ING 

TRANSAMERICA


West Coast Life

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Program Offerings

The goal of the Strategic Marketing Partner Program is simple: **create action by your customers that results in additional revenue or you.**

1. Spectrum Direct provides a comprehensive term life insurance solution.
2. You engage with your customer to create awareness of Spectrum Direct's products.
3. As they take action, you generate new revenue.

Life Insurance Products

Simplified Issue – These products require no medical exam. The expedited process provides coverage in less than a day, to qualified applicants.

Policies are purchased online or through Spectrum Direct's full-service call center, staffed by licensed agents.

Includes high-quality, term life policies with coverage amounts up to \$500,000. Requires acceptable answers to health questions.

Multiple "instant issue" insurance companies offer policies that can be combined to \$1 million of term coverage.

Fully Underwritten – These products require a medical exam. The length of the underwriting process varies depending on the health of the applicant but typically takes from 3 weeks to 3 months. Policies are issued offline, after the medical screening is complete.

The policy purchase is initiated either online or through a full-service call center. When they begin the underwriting process, customers are assigned to a licensed agent.

Includes high-quality, term life policies with coverage amounts up to \$10 million. Requires passing a "mini-physical."

Fully underwritten term life policies consistently offer the lowest prices in the industry.

Life Insurance Marketing Expertise

Spectrum Direct's expertise will simplify the process your customers go through when purchasing life insurance.

Our experience in direct marketing will generate revenue for you through superior conversion rates from awareness to action.

Our support includes the services of an experienced program consultant who will help you deploy our creative content in the most effective manner.

As a member of the program, you will receive:

1. A wide range of carrier-approved marketing tools, including e-mails, banner ads, co-branded web sites and direct mail pieces. (See "Samples of Program Creative" on page 8.)
2. Campaign analysis tools and revenue reporting. These allow you to track revenue and response rates.

Revenue Generation Model

The SMPP revenue generation process has three easy steps:

1. You send or display approved advertising for Spectrum Direct's life insurance products. The messages can be delivered through tools like:
 - e-mail
 - banner ads
 - articles
 - direct mail
 - statement stuffers
2. Your customers respond by clicking through to a landing page or dialing an 800 number.
3. You receive revenue based upon a custom formula. Whenever your customers respond to your advertising, we track this and compensate you. Typically, you are paid for an insurance application resulting from your customer's action.

Your program consultant will help you evaluate your revenue potential, providing you with estimates that take into consideration your customer demographics and the size of your customer base.

Below is the basic formula used:

$$\text{Existing Customers} / \text{Potential Actions} = \text{Yield}$$

Your program consultant will coordinate all aspects of the partnership with you, including compensation.

Program Implementation

Your program consultant will work with you to create a "mini-business plan" for your partnership with Spectrum.

The steps to implement your business plan include:

- Establish 12-month goals.
- Plan your campaigns.
- Assign dedicated toll-free numbers.
- Review guidelines for e-mail messages to your customers.
- Review your reporting options.

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Samples of Program Creative

Web Sites

The screenshot shows the Spectrum Direct website homepage. At the top, there is a navigation menu with links for Home, Get a Quote, Company, Resources, Contact, and Click to Talk. A search bar is located in the top right corner. The main banner features a photograph of a family on a beach with the text "Remember who life insurance is really for. Peace of mind for those you love." Below the banner, there is a section titled "Insurance Rates are on the Rise" with a red arrow pointing up and text explaining that premium increases are averaging 5% to 15% since 2009. To the right is a "Compare Rates Now" form with fields for coverage, state, birth date, gender, height, weight, and nicotine use. Below the form are sections for "Our Trusted Carriers" (Fidelity Life, Lincoln, ING), "Don't Want to Take a Medical Exam?", "What's the Bottom Line?", and "I want to:" with links for Compare Rates, View Trusted Carriers, Read Testimonials, Read FAQs, and Speak to an Agent.

www.Spectrumdirect.com

The screenshot shows the eLifePolicy website homepage. At the top, there is a navigation menu with links for Home, Company, Product Info, Resource, and Contact Us. The main banner features a photograph of a family with the text "Buy up to \$500,000 of Term Life Insurance in just minutes... Enjoy peace of mind for the next 10, 15, 20 or even 30 years. eLifePolicy brings convenient coverage online." Below the banner, there is a "No Obligation Instant Quote" form with fields for state, gender, birth date, and email. To the right of the form is a question: "In the past 12 months have you used tobacco or nicotine in any form?" with Yes/No radio buttons. Below the form is a "Get a Quote" button. At the bottom, there is a section titled "Quality Term Life Insurance Issued Instantly ONLINE!" with text explaining the 3-step process and a "Watch Real Life Videos" link. Logos for American Express, Visa, and eLifePolicy are visible at the bottom right.

www.eLifePolicy.com

E-mails

Spectrum Direct™

Lifetime security for those you love.

- Save up to 70% on Term Life Insurance
- Compare rates of the nations top companies
- Custom Plans designed to fit your needs

[Click for an instant Custom Quote](#)

Spectrum Direct makes buying life insurance simple, fast and affordable. Our mission is to provide the best rates and broadest selection of leading life insurance companies that consumers can compare and apply for online.

Call to speak with an Insurance Professional 800.438.7343

Our postal address is 27881 La Pae, Suite G-157, Laguna Niguel, CA 92657. In order to be excluded from the future mailings please click here.

eLifePolicy™
Now feeling great for life

Speak to an agent now! Toll free: 1-800-706-8751

Have You Planned for Their Future?
Consider Term Life Insurance

- No medical exam
Just a few health questions
- Easy, 3-step process
Apply online
- Instant approval
If qualified

[Click Here](#)

Secure your family's future with life insurance.

30-Day Money-Back Guarantee
If you are not completely satisfied with the policy, you may cancel it and you will get the 30-day money back guarantee and receive a full refund.

Our postal address is 27881 La Pae, Suite G-157, Laguna Niguel, CA 92657. In order to be excluded from the future mailings please click here.

Direct Mail

Life Insurance Rates are Going Up!
Act Now Before It's Too Late.

Get a Free, No Obligation Term Life Insurance Quote

Call Now!
1-800-228-6043
www.SmartTermShopper.com

Spectrum Direct™



Maximize your customer base by offering them a life-enhancing product that provides peace of mind and financial security.

How to Get Started

It's easy to join the Strategic Marketing Partner Program (SMPP):

1. Contact us and tell us about your business.
2. Provide us with information regarding your customer demographics, marketing initiatives and goals.
3. Complete and sign the SMPP agreement.
4. Begin co-development of the program plan with your program consultant.
5. Set the implementation schedule based on the details of your program with us.

Contact

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