

Stick AR Series – Online Insurance Referral System

1st Email -- Day 0

Subject: <first name>, welcome to Kwikbinder!

Congratulations on snagging a spot in our innovative Kwikbinder program! You are on your way to building your book of business with automatic homeowners and renter's insurance referrals.

We spent many years growing our own agencies with mortgage broker referrals, and training scores of agents how to do the same, before creating Kwikbinder to make the process as easy and effortless as possible.

Of course, it's not a magic pill. You do have to put some effort into getting brokers enrolled in the program. But now you have something far more impressive than cookies to offer them—you have a free tool that will save them A LOT of time and frustration.

You'll be receiving your Shock-n-Awe package with a wealth of agency-building resources by mail in the next 7 days. In the meantime, we've attached digital versions of several key items so you can start putting the power of Kwikbinder to work for you right away.

Here's our fast start process:

1. Print and read the attached **Kwikstart Guide**, which walks you step-by-step through getting Kwikbinder up and running in your agency. While the steps are easy to do, doing them in this specific order will give you the best results.
2. Print and read "**Secrets to Developing Profitable Relationships with Mortgage Brokers and Realtors.**" This report reveals little-known strategies for becoming the go-to agent for homeowner's policies in your area.
3. Mark your calendar for our Thursday morning **Kwik Sessions**. For the next six Thursdays at 9 AM PDT (that's 10 AM Mountain, 11 AM Central and 12 Noon Eastern), we're hosting a 30-minute webinar that's jam-packed with marketing tips and insights to bring a flood of new customers and other income into your agency.

The Kwik Session topics we'll cover are:

- The Insider's Guide to Success with Mortgage Brokers
 - Realtor Referrals – How to Stand Out From the Crowd
 - 7 Secrets to Finding Good Mortgage Brokers and Realtors to Work With
 - Hidden Insurance Profits You DON'T Want to Overlook
 - Presentation Marketing – Why Most Agents Fail & How You Can Succeed
 - Advanced Kwikbinder Techniques for Maximum Results
4. Set aside an hour to visit our training site at [insert URL]. We offer a number of 3-5 minute training videos and as well as other resources to help you get the most out of Kwikbinder.

That's it for now...we look forward to working with you to make your agency even more profitable in the days and months ahead!

To your success,

Ted Johnson and Craig Christiansen
Kwikbinder.com founders

P.S. Be sure to add [insert email] to the white list or address book in your email program so you don't miss any of our messages.

2nd Email

Subject: It's Kwik to get their attention

<first name>,

Craig and I would like to welcome you again to the Kwikbinder family.

Did you have a chance to look at the Kwikstart Guide and training materials yet?

Many agents don't realize just how powerful Kwikbinder is until they start to see it in action. So be sure to watch the videos (located at [insert URL]).

But it won't do you a bit of good until you start using it. We know—customers, claims, paperwork, and life all seem to get in the way. But carve out a little time now and you'll soon reap the rewards of more referrals and customers.

Here are your next steps:

1. Make sure to watch video xx [link to video] because today you need to customize your profile. As the exclusive agent for your territory, every mortgage broker in your area that logs into Kwikbinder will see your smiling face and contact information—whether they're one of your Preferred Customers or not. So make the most of it!

Here's what you can add:

- A headline (don't just use your agency name—write a compelling headline that sets you apart from other insurance agents.)
 - 2 pictures
 - A text box with testimonials or featured products—which you can update at any time (it's good to update this frequently)
 - Your contact information
2. Make a list of all the mortgage brokers you know.
 3. Fill out the attached form and fax it back to us at 866-650-1979. We'll then do a 5-day drip email campaign letting them know your agency has a valuable new tool for them.

Now go create a killer profile that will have them banging down your door!

To your success,

Ted Johnson and Craig Christiansen
Kwikbinder.com founders

3rd Email

Subject: Kwik—do you know what they think?

<first name>,

People LOVE to be asked for their opinions.

They really do. It's a great way to develop a professional relationship with someone because it shows you respect them and value what they think. And they'll remember that.

It's also an easy way to start a conversation about what you can do for them.

So on the sixth day after the drip campaign begins, it's time to call each of the brokers you listed and schedule a short appointment.

Tell them you'd like to get their opinion about a valuable tool you've just started offering to mortgage companies in your area—a program that will make it a lot faster and easier to get insurance binders so there's no hold-up at closing.

If they like it, you'll be happy to give it to them for free--no strings attached. You'd just really appreciate getting their feedback about it.

Remember—ask and you shall receive!

To your success,

Ted Johnson and Craig Christiansen
Kwikbinder.com founders

4th Email

Subject: <first name>, had a Kwik demo yet?

Don't worry—signing up mortgage brokers is a piece of cake because Kwikbinder basically demonstrates itself.

When you sit down with the broker, simply log into www.Kwikbinder.com and click "Videos" in the upper left hand corner.

Have them watch the ones called "Sales Presentation" and "How to Create a Binder." They'll quickly see the many benefits of using Kwikbinder.

Of course, you may want to reiterate these key points:

- How Kwikbinder makes getting binders a snap—saving them a lot of time and frustration and keeping them informed of their binder’s status every step of the way
- They can forget phone tag or sifting through multiple emails because now they can communicate with you in one central, safe place
- Kwikbinder protects client’s sensitive information by providing a much more secure way to transmit information than fax or email—reducing the potential for identity theft
- And all the information entered is confidential—it’s ONLY used to provide a binder. When the process is complete, they simply click "Delete" and it’s all purged, never to be seen again...we guarantee it.

We think you’ll find it to be the Kwickest and easiest “sale” you’ve ever made!

To your success,

Ted Johnson and Craig Christiansen
Kwikbinder.com founders

5th Email

Subject: Communicate Kwik-ly

<first name>,

We mentioned the central, safe communication in the previous email—have you had a chance to check it out for yourself yet?

Because you too can forget sifting through numerous emails and voice messages to find the one detail you need when all the messages between you and the mortgage broker are on one secure message board (which we call a “Blog”).

At the top of each binder screen, you’ll see a tab called Communications.

Click that, then simply type your note in the box and click “Submit.” Only you and that mortgage broker can see what’s written there. But Kwikbinder also emails a copy of each entry to you and the broker for your files.

Now when you need to hunt down that one item, it’s right there waiting for you.

And of course, every time the broker logs in to read or send you a message, he gets to see your agency’s name and your smiling face. Which helps keep you “top of mind” the next time he has a request.

The result...less time and hassle for you, and the broker is thrilled to get the binder so quickly.

Another good reason to encourage all the mortgage brokers you work with to sign-up with Kwikbinder today!

To your success,

Ted Johnson and Craig Christiansen
Kwikbinder.com founders

6th Email

Subject: One Kwik click is all it takes

<first name>,

Did you know all the mortgage brokers you enroll in Kwikbinder are listed in the “Preferred Broker” area on your home page?

They are. And even better, you can forget trying to set up a distribution list in your email program and keep it updated because now you can email all of them with just one click.

1. Just click "Send Group Email" in the upper left side of the screen.
2. Kwikbinder automatically creates a new message and inserts all their email addresses for you.
3. Add your subject line and text, hit “Send” and voila—all of them get your email.

It doesn't get much easier than that!

This comes in handy for...

- Inviting them to a seminar or appreciation event
- Updating them about carrier changes
- Sending out helpful tips

With Kwikbinder, it's simple, smart and Kwik to keep in touch with all your mortgage brokers.

To your success,

Ted Johnson and Craig Christiansen
Kwikbinder.com founders

7th Email

Subject: Renters leads are Kwik and easy

<first name>,

In many parts of the country, apartment and property managers are now requiring tenants to have renters insurance. But how much time do you think they spend chasing down tenants to make sure they follow-through on getting it?

How thrilled do you think they would be if you could eliminate that hassle for them?

Now you can AND you also get to start a long-term relationship with a future home buyer before they've settled in with another insurance agent.

With Kwikbinder, selling renters insurance to apartment and property managers has never been easier—whether they have one property or a complex with hundreds of units.

Make a list of local rental communities and set-up appointments to show them how Kwikbinder can simplify the process. All they need to do is have the renters fill out a form when they sign their lease.

They'll soon have a binder in hand...and peace of mind from knowing that they and the tenant are protected.

It's that easy!

To your success,

Ted Johnson and Craig Christiansen
Kwikbinder.com founders

8th Email

Subject: Kwik—enroll more brokers at once

<first name>,

Enrolling mortgage brokers one-on-one is a high-touch but time consuming process. So consider swinging for the fences with group presentations.

A great way to do that is to offer to do a talk at a brokerage firm's weekly meeting on the topic Myths About Homeowner's Insurance—What You Don't Know CAN Hurt You.

Many companies love to have professionals come in and educate their brokers, and homeowner's insurance is one topic they need to be well-versed on—especially for first-time home buyers.

Then at the end of the presentation, you can demonstrate Kwikbinder and get all the brokers signed-up.

We've even given you a presentation you can use in your Shock-n-Awe kit.

You can use the presentation as an entrée to firms you haven't worked with before...but consider speaking at Preferred Clients' firms as well. A few words from him or her about how helpful the program has been during your demonstration will make it even easier to get everyone else on board.

Remember, we must give before we receive...so we've tried to make it easy for you to give a lot!

To your success,

Ted Johnson and Craig Christiansen
Kwikbinder.com founders

9th Email

Subject: <first name>, give Kwik gifts to gain

Last time we talked about giving information, but little follow-up gifts and thank you cards can also go a long way in nurturing your relationships with mortgage brokers.

Our advice--be different!

Every agent in town brings cookies and pastries. Fire up those creativity cells and brainstorm some ways to stand out.

Maybe it's by bringing ice cream bars on a hot day, single roses, car wash gift certificates or other unexpected tokens of appreciation.

We also have inexpensive Kwikbinder gift sets that include monitor calendars and house-shaped paper clip holders. You can find out more about ordering them at [insert URL].

Best of all, these gifts will be used over and over again... reminding the recipient each time of how you brought the time-saving power of Kwikbinder to them.

To your success,

Ted Johnson and Craig Christiansen
Kwikbinder.com founders

10th Email

Subject: Everyone likes a Kwik win

<first name>,

Who doesn't like a good contest?

They're a great way to motivate mortgage brokers to send new business your way during a slow time. And since participants are always eager to compare notes about how their "competition" is doing, it gets everyone at the firm talking about your agency.

Our advice, keep it simple.

For each Kwikbinder request they send you this month, they get one entry into a drawing at the end of the month. You could also offer bonus entries if they reach a certain number of referrals.

But offer more than one prize. People are more likely to get excited and participate when they know they have a better chance of winning something.

Here are a few prize ideas:

- A weekend trip to the beach
- Tickets to an upcoming event
- Dinner for two at a popular restaurant
- A gasoline gift card
- Movie gift pack that includes tickets, popcorn and drinks

Best of all, Kwikbinder makes it a cinch to manage referral contests.

Your home page will automatically track the referrals for you...and the "Send Group Email" button lets you tell all your brokers about the hot contest with very cool prizes with just one click.

So see how much new business you can win with a Kwik referral contest!

To your success,

Ted Johnson and Craig Christiansen
Kwikbinder.com founders