

For Immediate Release
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***LTC Consultants* announces “Build Your Brand”
LTCI Book Authoring Program**

NASHVILLE, TN — April 04, 2007 —Phyllis Shelton, founder of *LTC Consultants*, announced a brand-new industry program for long-term care insurance professionals – the “Build Your Brand” Book Authoring Program.

“Our goal is to enable financial service professionals who are serious about the LTCI industry to author a book filled with exceptional information about long-term care and long-term care insurance -- customized with the representative’s personal information and stories throughout the book. It’s a great way to add credibility to one’s practice by having his or her own book available to give away to LTCI prospects,” according to Shelton.

After completing a template with information such as author bio, company, contact information and local community or family LTC stories, Shelton’s company takes that information and incorporates it into a complete 250 page book on long-term care insurance entitled **LONG-TERM CARE: Is YOUR Family Protected?** The book includes chapters such as: Features of a Good LTCI Policy, Alternatives for Financing Long-Term Care, LTCI Partnership Programs, Medicare Benefits including Medicare Part D and Medicare Advantage and includes a chapter on Medicaid and the impact of the Deficit Reduction Act on LTC benefits.

Bill Pomakoy, *LTC Consultants’* Vice President of Marketing adds: “This is the most revolutionary lead-generation idea to come along in this decade. By incorporating the writer’s personal information and stories, along with the latest LTC information provided by *LTC Consultants*, we offer a customized product that is like no other in the industry. And we offer geographic exclusives, so there will be no direct competition between authors in any one area. Best of all, the investment costs less than a nice vacation!”

“Let’s face it, authors are in high demand, and having a book that you’ve authored adds a great deal of credibility to your business. I call it the ‘instant credibility factor’. We all need to look for our own ‘blue ocean’ and acquire LTCI leads from new sources,” adds Shelton. The Shelton Book Authoring Program opens the door to new speaking opportunities, helps to build new relationships with centers of influence, generates new client referrals and can help one become the go-to expert for local media representatives. The program gives financial service professionals a unique way to reinvent themselves in their community and build their brand.

Those interested in receiving additional information should email bill@ltcconsultants.com or call *LTC Consultants* at 888-400-1118.

LTC Consultants is the nation’s leading third-party LTCI sales training and marketing materials company. Over 55,000 financial service professionals have participated in a variety of its LTCI training and marketing programs since its founding by Phyllis Shelton in 1991.

www.LTCConsultants.com