

## LTCI SALES PROFESSIONALS:

# BECOME AN AUTHOR AND BUILD YOUR BRAND



*... as a Long-Term Care Insurance Specialist!*

For 16 years, Phyllis Shelton has literally built her business around one very important business component: her book **LONG-TERM CARE: Your Financial Planning Guide**. All of her LTCI sales and marketing materials and her marketing strategies are initially based on that one, very important element of her business.

Phyllis is a nationally recognized speaker, trainer of 50,000+ agents and successful author – and it all started with her original book written in 1991. As a long-term care insurance agent in Chattanooga, TN she built her LTCI practice by speaking to groups – and her book was the “hook”.

Now you can enjoy “the instant credibility factor” by investing in YOUR OWN BOOK!

LTC Consultants has developed a 250-page book for long-term care insurance professionals entitled **LONG-TERM CARE: Is YOUR Family Protected?** This exceptional book, ghostwritten by Phyllis Shelton, has customizable chapters throughout. That’s right – we include personal information about your business, your family, local stories from your community and most importantly, information about YOU! After all – YOU are the author.

Except for completing the template for the customized chapters and book cover, all the work is done for you. Within 30-60 days, you become an author of a great book: **LONG-TERM CARE: Is YOUR Family Protected?** –written by “Your Name” boldly printed across the front cover. And the graphics are incredible – including a full-color cover design with all YOUR information.



*Phyllis Shelton is the President of LTC Consultants, a Nashville-based company she founded in 1991 that specializes in long-term care insurance training and marketing materials. She is widely considered to be the leading long-term care insurance trainer in the country.*

Having a book that you’ve written adds a great deal of value to your business. Ask anyone who is published. It’s called credibility – plain and simple. But how many of us have the time or resources to write a book?

Now there is a solution – it’s called the Shelton Authoring Program and it WILL help you BUILD YOUR BRAND in so many ways. Here are some of the advantages:

- Establish yourself as an expert in your community
- Expand your customer base
- Build trust with your prospects
- Give to professional “centers of influence”: CPAs, attorneys, accountants
- Become a noted speaker – get more speaking invitations
- Garner media attention for your business events
- Get TV news interviews as a local expert in LTCI
- Bring in new referrals
- Hand out to prospects
- Sell it at seminars or give it to those who agree to an appointment

Find out how to get YOUR book published! ►

Ghostwritten books of all genres have become very popular. But the typical cost to have a book ghostwritten by a proven writer is somewhere between \$30,000 - \$50,000 on average. Dan Rather, William Shatner, Hillary Clinton, Lee Iacocca - and so many more famous people- had books ghostwritten for them – and they became best-sellers!

## Now you too can become an author and grow your business!

Imagine the attention you will get in your community as you become the go-to person for long-term care insurance. And, you'll open more doors. Want to speak to more groups? Imagine this conversation next time:

"Hello, Melissa. My name is Jim Agent and I'm the author of the book **LONG-TERM CARE: Is Your Family Protected?** Maybe you've read it. It's a great book on the subject of long-term care planning. I understand that you are the program chairperson of the local Women's Business Owners Association and I just wanted you to know that I'm available to speak to your group at an upcoming monthly meeting. And, I'll be glad to give away one of my books after my speech. I know your membership will appreciate the information because it's one of the hottest topics today."

Imagine Melissa's response – "I'd LOVE to have you speak to our group!" If you've ever been a program chairperson for a civic club you know that you are ALWAYS looking for credible speakers. With the Shelton Authoring Program YOU can now be the credible speaker in demand in your community.



Dan Rather,  
William Shatner,  
Hillary Clinton,  
Lee Iacocca  
- and so many  
more famous  
people -  
had books  
ghostwritten  
for them –  
and they  
became  
best-sellers!

We offer a geographic exclusive in YOUR area so don't worry about direct competition!

And now the great news – COST! It costs less than a nice vacation and it WILL BUILD YOUR BUSINESS -- exponentially! The publishing business has changed dramatically - and for the better! It is now possible to print books in small quantities at reasonable prices and we've figured out how to make it affordable for YOU. You'll be pleasantly surprised.

That's it. Now it's up to you to become an author -- in the next 60 days! Hurry before your area is taken by another author!

Contact Bill Pomakoy today at (888) 400-1118 to discuss pricing and how YOU can enroll in the Shelton Authoring Program.