



Social Security Wise™

A Revolutionary Prospecting System for
Social Security Income Planning

A GUIDE FOR FINANCIAL PROFESSIONALS

About Social Security Wise™

You can't present a plan for maximizing Social Security if you don't first have a prospect.

1

Social Security Wise™ Is A Revolutionary Prospecting System

Social Security Wise™ is a revolutionary prospecting system that addresses the number one question concerning financial advisors: "How do I acquire new clients?" Social Security Wise™ combines a revolutionary prospecting website, original, exclusive content and innovative strategies for generating prospects. The result is a business-building platform that enhances your image over the internet, extends your reach, and "packages" your value to potential clients.

2

Social Security Wise™ Meets Prospects Where They Want To Be Met

Today's consumers learn and evaluate in a variety of ways. They may prefer to acquire information over an iPad, iPhone, Android smartphone or notebook computer. To have a chance of engaging web-savvy consumers, financial advisors must meet the prospect at the consumer's preferred device. Social Security Wise™ makes it easy for financial professionals' to engage consumers on any device with a web browser.

3

Social Security Wise™ Is Ultra-High-End And Delivers A Powerful Experience From You

As important as it is to meet prospects where they prefer to be met, it's equally important to impress them with high-quality, original content. Content that is beautiful to look at, informative and motivating.

Social Security Wise™ delivers exclusive content, including an engaging and motivating multimedia presentation that creates a "wow" moment for prospects.

“ High-quality, original content helps you reach out to those people who want to gain knowledge on Social Security planning. ”

Advisor's Website



The Advisor's Personalized, Prospecting Website

An unmatched solution that enhances your image, extends your reach, and projects your income planning services.

There's never been a personalized, prospecting website like the one you receive with Social Security Wise™. Whether your prospect visits you over an iPad, iPhone, Android or other device, the experience provided

will capture imaginations and create interest. The combination of design quality, content originality and lead-generation features is unmatched by websites from even the largest financial services companies.

▶ Revolutionary design

▶ Personalized to you

▶ Compliant, FINRA-reviewed content

▶ Multimedia educational experience

▶ Downloadable exclusive brochure that captures the lead

▶ Compelling case studies

▶ Your phone, email, address

▶ Unique URL

Innovative Strategies to Drive Traffic to Your Personal Social Security Wise™ Website

There are many strategies you can use to drive consumers to your personalized Social Security Wise™ website.

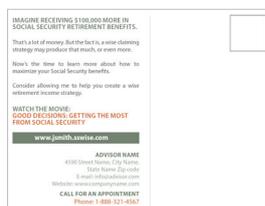


The Postcard Mailing Strategy

Social Security Wise™ comes with an exclusive postcard designed for mass-mailing campaigns.

The postcard's compelling message: *Invest Ten Minutes to learn how Social Security might pay you \$50,000 or even \$100,000 more over your lifetime.*

The back of the postcard includes your website's unique URL. It urges readers to visit your website to watch the original movie *Good Decisions: Getting the Most from Social Security*.



The "Download Brochure" Strategy

Visitors to your personal Social Security Wise™ website are urged to download the exclusive brochure.

When a prospect downloads the brochure, entitled *"Good Decisions: Getting the Most from Social Security"*, the prospect's email address is captured and real-time notification is sent to the advisor's email address.

Enter your email to download brochure



The Social Networking Strategy

Social Security Wise™ makes it easy to promote your personal website via popular social networking sites including Twitter, Facebook and Google+.

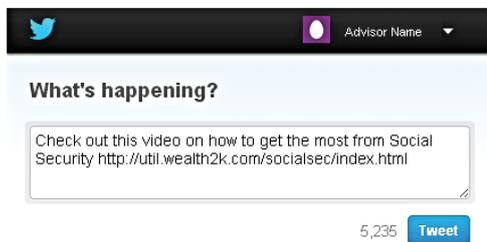
An example of website promotion via Twitter, is given on the following page.



● The Social Networking Strategy - An Example: Twitter

One of your main objectives will be to get as many people as possible to visit your personal website so that they may view the original multimedia presentation.

One click on the Twitter icon will take you to Twitter where, assuming you are logged-in, Social Security Wise™ will automatically write your Tweet. The Tweet will include your personal website's URL.



g The Google AdWords Strategy

AdWords is Google's main advertising product and the top source of its revenue. The Finance/Insurance sector spent \$4 billion in 2012 on AdWords, more than any other industry. Social Security Wise™ includes a list of AdWords that you may consider using in your own AdWords campaign.



g Tracking Visitors to Your Website

Google Analytics is a free, world-class service for monitoring traffic to websites. Social Security Wise™ comes with step-by-step instructions on how to integrate Google Analytics with your personal website. Once the integration is complete you will be able to access a variety of reports from Google.



Social Security Wise™ Answers the Number One Challenge that Financial Advisors Face

Developing new prospects is the top business challenge facing most financial advisors. Social Security Wise™ helps you meet the challenge head-on. No prospecting system combines the leading-edge technology, original content, marketing strategies and design excellence of Social Security Wise™.



Social Security Wise™ offers unmatched, business-building value at a cost so low it's almost impossible to believe!

License the complete Social Security Wise™ system for:

- ▶ **\$45/month.**

- ▶ No term commitment. You may cancel at any time after the first month.

- ▶ If you wish to purchase a one-year license you will **save 15%**.

To sign up visit:
www.sswise.com

Download the Frequently Asked Questions at:
www.sswise.com/pdf/FAQ.pdf