

AMP

agent marketing portfolio

year 2 collection



**NEW &
IMPROVED**



SENIOR MARKETING
SPECIALISTS

Choose from over \$1000 in free materials inside

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OUR MISSION

At Senior Marketing Specialists, we strive for great service and products. An essential part of a successful business is having a good attention-grabber that will attract clients and create exposure. We believe that through our designs, we have products that will suit your needs while helping you create a cohesive marketing identity. Updated with new collections and fresh designs, we welcome you to AMP Year 2 Collection.

Loan's

Designer

Collection

Simple. Clean. Classic.

In our designer collection, we like to keep our designs fresh, yet timeless. These projects create a sense of professionalism through geometric, clean lines and simplistic patterns. The minimalistic style provides a straightforward look of the services and information that you provide as an agent. The collection, named after our graphic design intern, Loan Tran, utilizes a signature purple color choice (along with a second varying color option) that represents her unique and calm personality.

*Note: The title, Licensed Sales Agent, is not subject to change.

Business Cards <<<

#Plaid



Tip: These cards look best when printed matte to reduce the amount of glare on the card. This allows the client to see the information with ease!

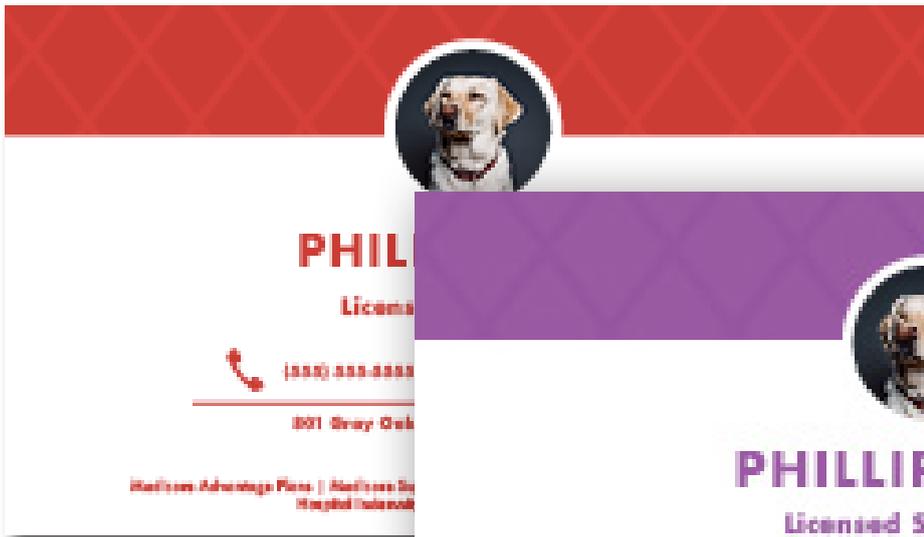
Our *Plaid* edition is a more modern update of the classic business card. It consists of all your contact information in a straightforward, clean layout with a subtle plaid pattern in the background to bring the text to the front. It contains lots of white space to give the information breathing room. This minimalistic card gives your clients a clear statement of what you offer and that you mean business. Choose between our two color choices, purple or dark blue, to fit your existing marketing materials.



A more modern and fresher update of the classic business card



#Plaid 2



Tip: These cards look best when printed on a semigloss cardstock to further enhance the classic design.

Our *Plaid 2* edition takes business to another level. Using a centralized layout, information is organized in a way to be easily understood and identified. Underneath the contact information includes a list of services that you offer. A place for your headshot or logo (not both) is placed at the top with contact information. The clean, crisp lines give you the professional look that you are aiming for. With our two color choices, purple or red, you can go for a calmer voice or go bold to make a statement.



Clean, crisp lines will give you the professional look that you are aiming for



#Arrow



Tip: These cards look best when printed on a glossy cardstock to accent the sharp, clean arrow.

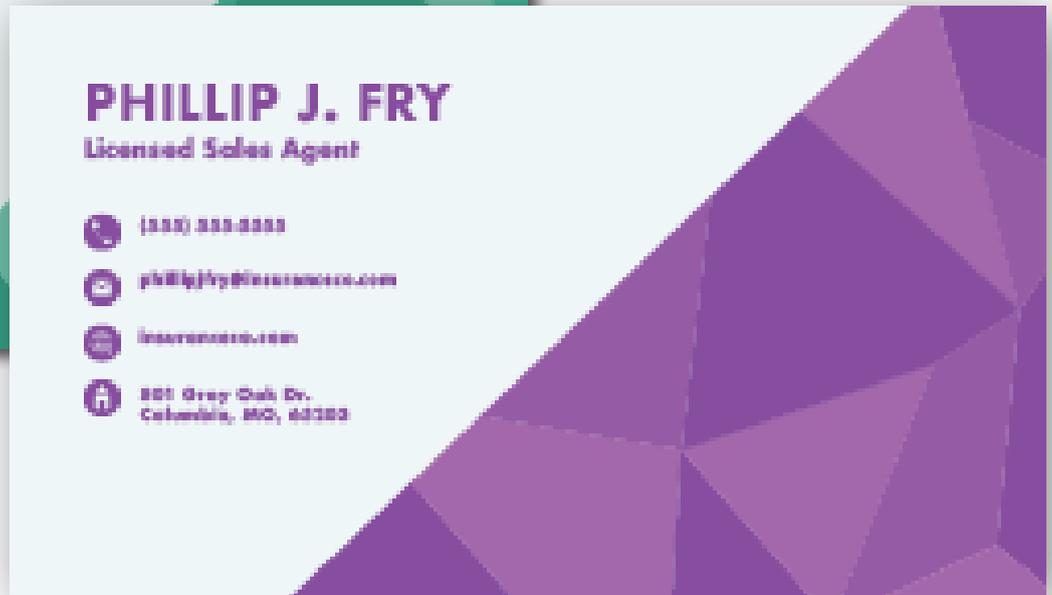
Our *Arrow* edition is a modern and crisp design that will definitely catch people's attention. Information is easily read and understood with its clean layout. The bold arrow further pushes the viewer to look at your information. This is a card headed in the right direction. Only contact information can be personalized. No headshot or logo is to be placed due to the layout of the card. Choose between our two color choices, purple or yellow, to fit your existing marketing materials.



A card headed in the right direction



#Mosaic



Tip: These cards look best when printed on a subtly textured cardstock to add some interest to the flat, geometric shapes.

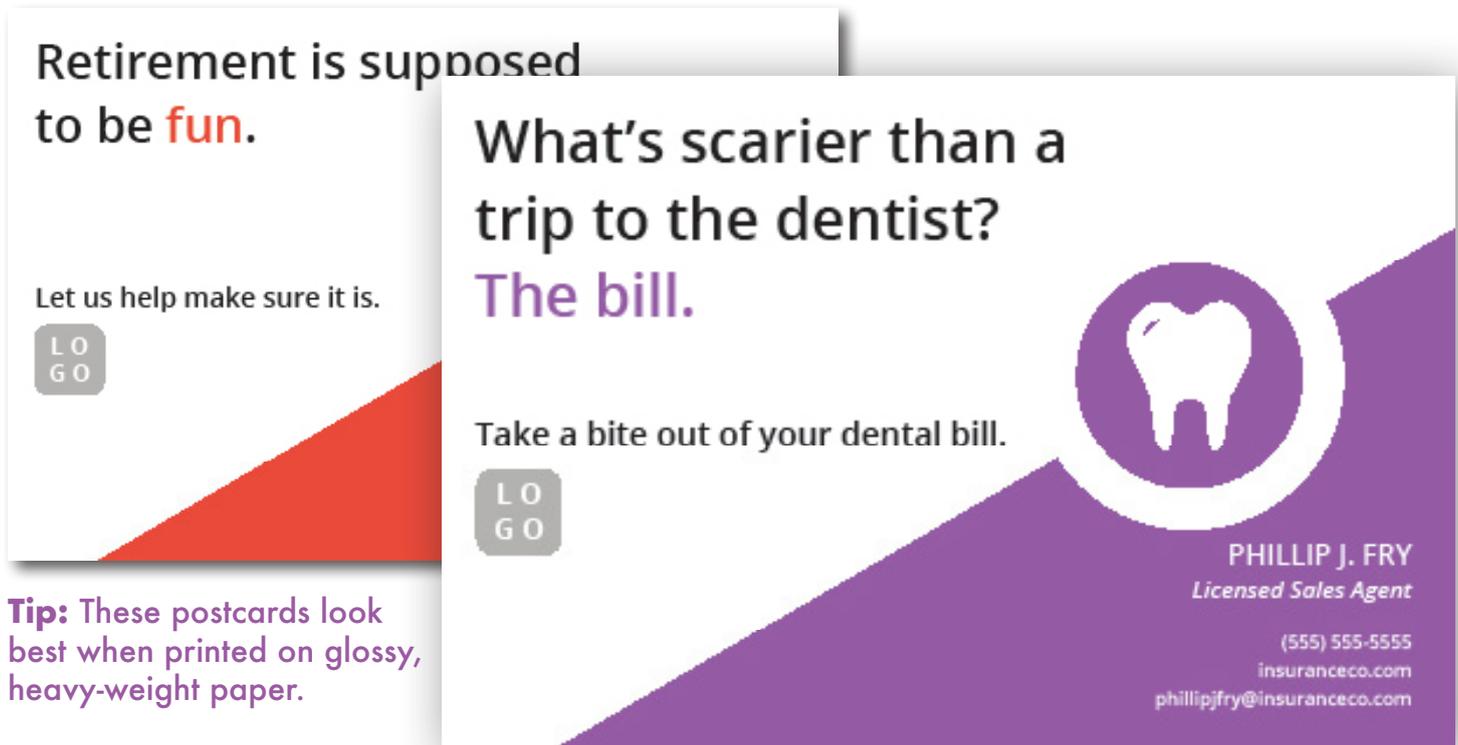
Our *Mosaic* edition is a fun way to showcase your information while still remaining professional. The mosaic draws the eye but does not distract from the important information you are trying to make known. It truly makes your business stand out in the crowd. Only contact information can be personalized. No headshot or logo is to be placed due to the layout of the card. Choose between our two color choices, purple or teal, to fit your existing marketing materials.



Will definitely draw eyes but will not distract



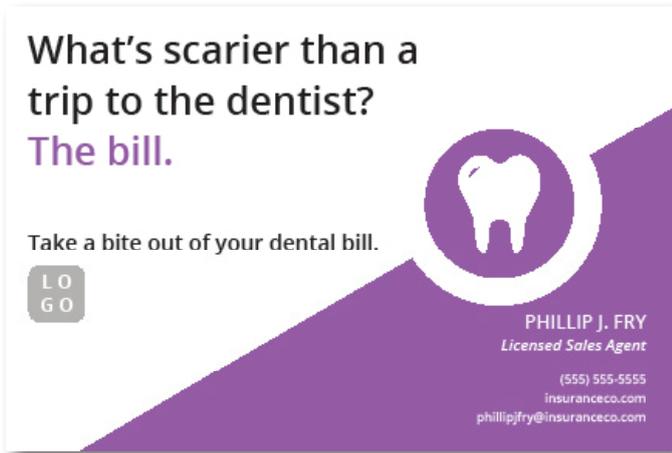
Postcards <<<



Tip: These postcards look best when printed on glossy, heavy-weight paper.

A clean, simplistic approach to get your message across, we introduce these *Designer* postcards. Each 6x4" card consists of an icon that quickly tells the client what you offer. Currently, there are seven separate cards that represent potential concerns your clients may have. The contrast between the white and vivid, bold color along with a strong, deliberate phrase that surely grasps the client's attention. These cards look best printed on a glossy cardstock. There is even a place for your logo!

The 7 different "concerns" addressed in this edition are: Turning 65, Retirement Planning, Hospital Indemnity, Dental, Vision, Hearing, and Final Expense/ Legacy Planning



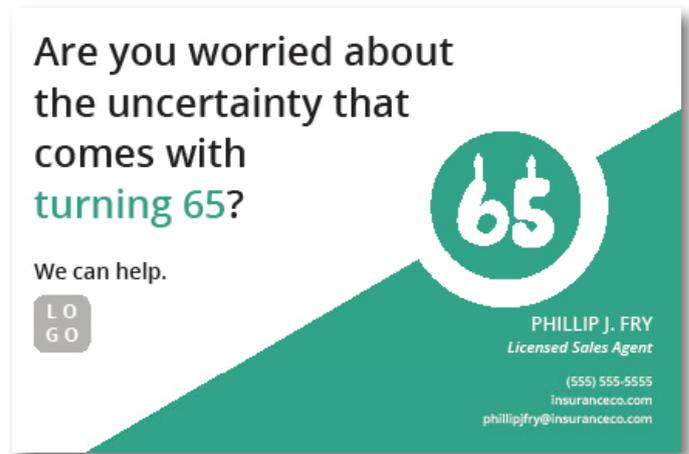
#Dental



#Legacy



#Retirement



#T65

Note: The back of a U.S. postcard has several “do not print” sections for use by the U.S. Postal Service. Due to this, we do not offer a custom postcard back design. Most printing companies have specific templates for the back of postcards that adhere to USPS restrictions. You can take advantage of these templates to drop your detailed contact information as well as write a personal message to your prospective client using the in-browser, web-design software most printing companies offer.



#Hearing



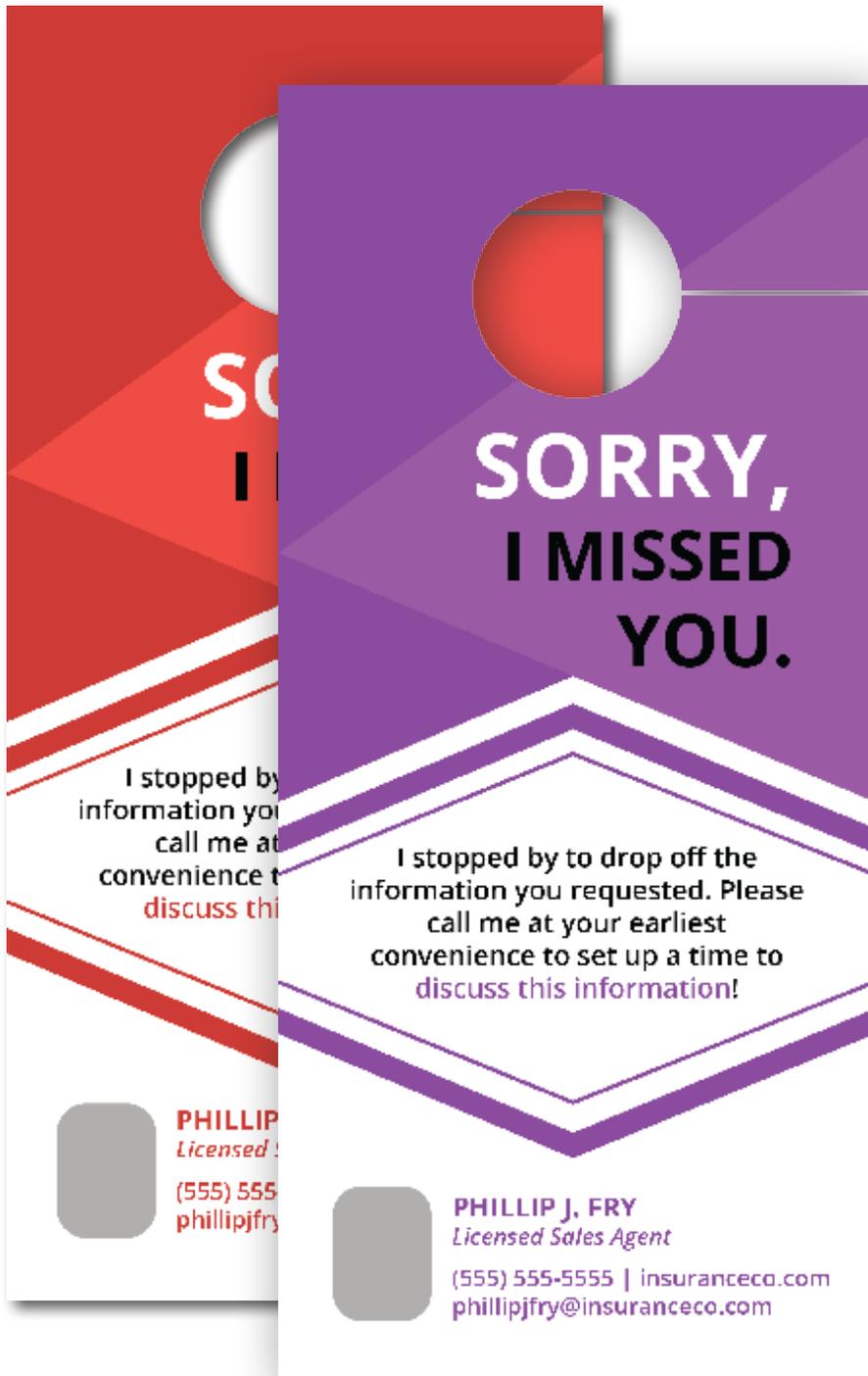
#Hospital



#Vision

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Doorhangers <<<



Tip: These doorhangers look best when printed on glossy, heavy-weight paper.

No-shows happen more than we would like, but with the help of these doorhangers, you can quickly get back in contact with your missed appointments. These doorhangers shows your continued interest in providing your clients with the important information they need. Personalize it to your liking with a logo or headshot, and contact information. Choose between two color choices, purple or red, to fit your existing marketing materials.



Tri-fold Brochures <<<



These tri-fold brochures are sure to please with its simple, yet eye-catching design. It combines photographs with design elements that sets you apart from competitors and lure in prospective clients. This information packed brochure allows personalization through agency logo, headshot, and contact information. The brochure unfolds into a 11x8.5" composition. If you strive for a calmer tone, choose purple and if you strive for a happier tone, choose yellow.



Sure to please with its simple, yet eye-catching design

Turning 65 Letters <<<



Tip: Print these letters on glossy paper from edge-to-edge for maximum impact.

Showcase your confidence with this clear and concise design. Not only should you offer plans to fit the consumer's needs, but also pride yourself in great quality, support, and service. These attributes are what makes a successful business. These T65 letters set you apart from others and shows your goals of providing client satisfaction.



*Pride yourself
in great quality,
support, and
service*



Medication Trackers <<<



Created to give your clients peace of mind, our medication trackers help organize and track their medication, important medical phone numbers, immunizations, etc. The cards are small enough to store away in a bag but large enough not to lose (13.05x5.3"). Each chart is bolded and clearly layed out for easy identification. Show your concern for your clients' health by providing them these trackers. Choose between two color choices, purple or teal, to suit your marketing materials.



Created to give your clients a peace of mind





We have compiled a few important numbers that could be useful for any Medicare aged person. These versatile cards make great fridge magnets. The 6x4" postcard size allows for easy portability but are large enough to not get lost in a mess of papers. Choose between two color choices, purple or red, to suit your existing marketing materials.



Versatile cards could also be used as fridge magnets





Janice's Vintage Collection

Cozy. Comfy. Nostalgic.

Remember leaning up over the back seat for a better view, or the last time you dialed a rotary phone or typed on a manual typewriter? Step back into a cozy memory of Grandma's country farmhouse with Janice's Vintage Collection. Inspired by our Creative Marketing Specialist, Janice Downes, this collection features authentic images of the past designed to help recall warm cozy feelings, comforting smells and fond childhood memories. The old barn between the dandelions stirs mixed emotions as a visible reminder of passing time and hopeful wishes.

*Note: The title, Licensed Sales Agent, is not subject to change.

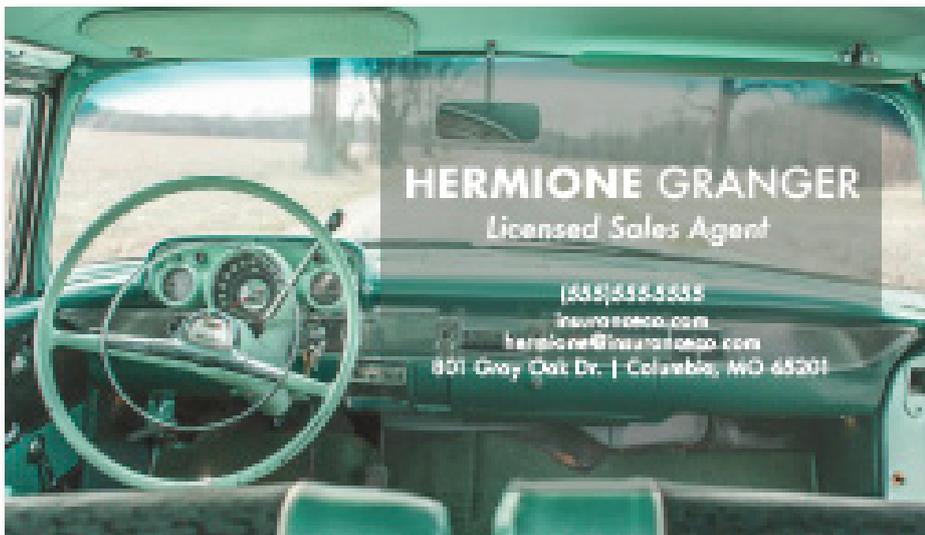
*In order to maintain the integrity of these pieces as designed, headshots and logos are not recommended.

Business Cards <<<



#Headlight

Tip: These business cards look best when printed on glossy cardstock.



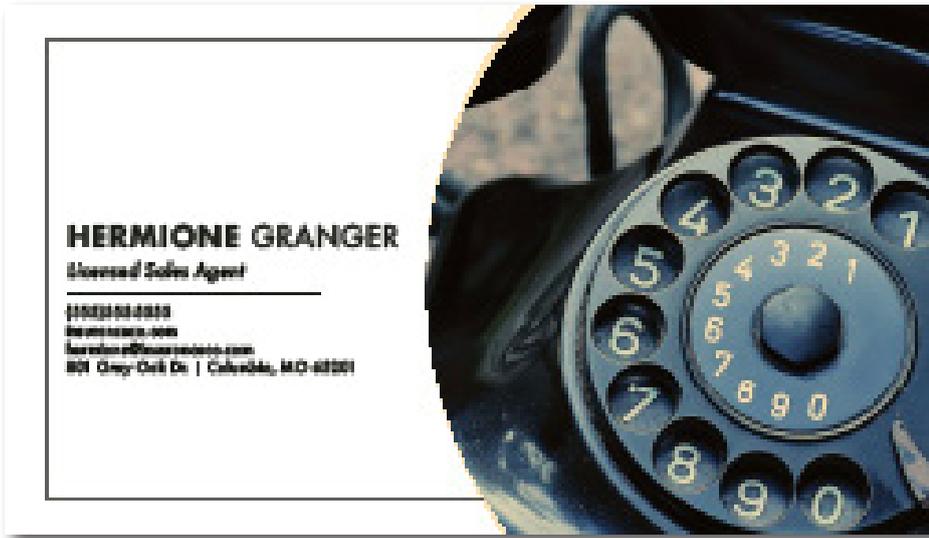
#BackSeat

Simply provide your basic contact information for a classy modern design with a cozy nostalgic feel. The Vintage business cards provide your clients clear easy to read information with a hint of the past. Choose six featured nostalgic images, including Headlight, Back Seat, Rotary Phone, Typewriter, Collage and Barn.

PRICE: \$50 (Free for SMS Agents)



*Remember
leaning up over
the seat for a
better view*



#Rotary Phone

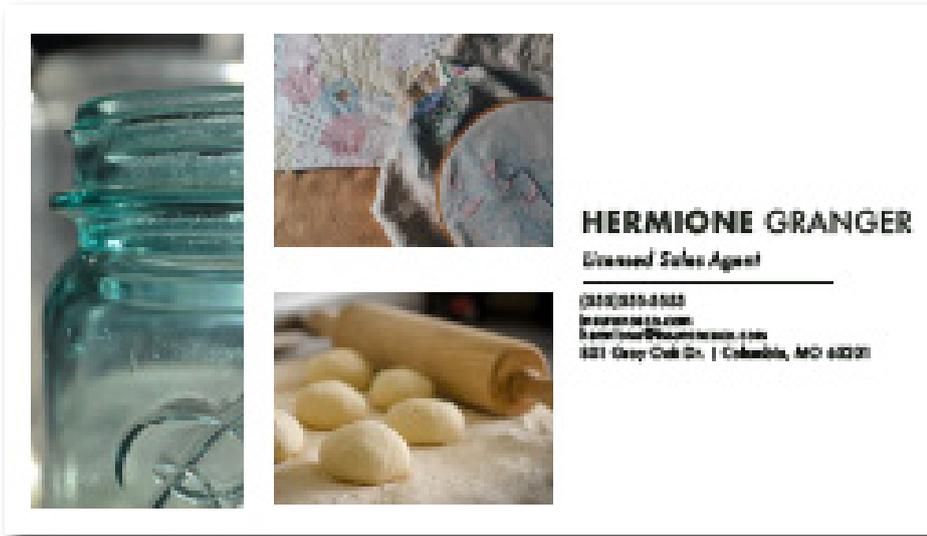


#Typewriter

PRICE: \$50 (Free for SMS Agents)



Fond childhood memories of the past



HERMIONE GRANGER

Licensed Sales Agent

(301) 424-8222
 hergrange.com
 hergrange@hergrange.com
 1821 Gray Oak Dr. | Columbia, MD 21031

#Collage



HERMIONE GRANGER

Licensed Sales Agent

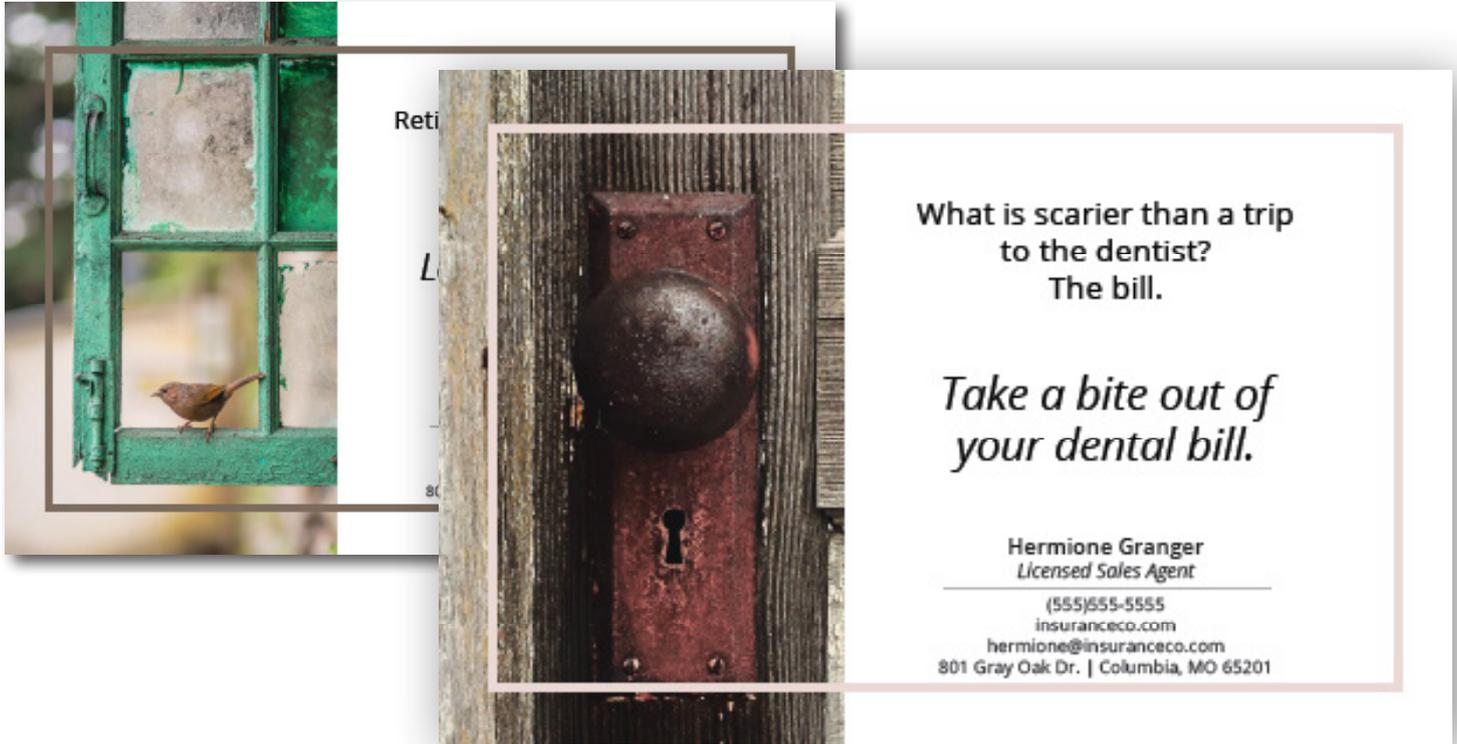
(301) 424-8222
 hergrange.com
 hergrange@hergrange.com
 1821 Gray Oak Dr. | Columbia, MD 21031

#Barn



*Mixed emotions of
 passing time
 and hopeful wishes*

Postcards <<<



Each 6x4" postcard elicits a different emotion directly related to a solution you provide for your clients. Agents can easily personalize each piece by providing basic contact information including name, phone number, address, email and website if available for a seamless professional image.

The 7 different "concerns" addressed in this edition are: Turning 65, Retirement Planning, Hospital Indemnity, Dental, Vision, Hearing, and Final Expense/ Legacy Planning



What is scarier than a trip to the dentist?
The bill.

Take a bite out of your dental bill.

Hermione Granger
Licensed Sales Agent

(555)555-5555
insuranceco.com
hermione@insuranceco.com
801 Gray Oak Dr. | Columbia, MO 65201

#Dental



What kind of legacy are you leaving behind?

Let us help secure your legacy.

Hermione Granger
Licensed Sales Agent

(555)555-5555
insuranceco.com
hermione@insuranceco.com
801 Gray Oak Dr. | Columbia, MO 65201

#Legacy



Retirement is supposed to be fun.

Let us help make sure it is.

Hermione Granger
Licensed Sales Agent

(555)555-5555
insuranceco.com
hermione@insuranceco.com
801 Gray Oak Dr. | Columbia, MO 65201

#Retirement



Are you worried about the uncertainty that comes with turning 65?

We can help.

Hermione Granger
Licensed Sales Agent

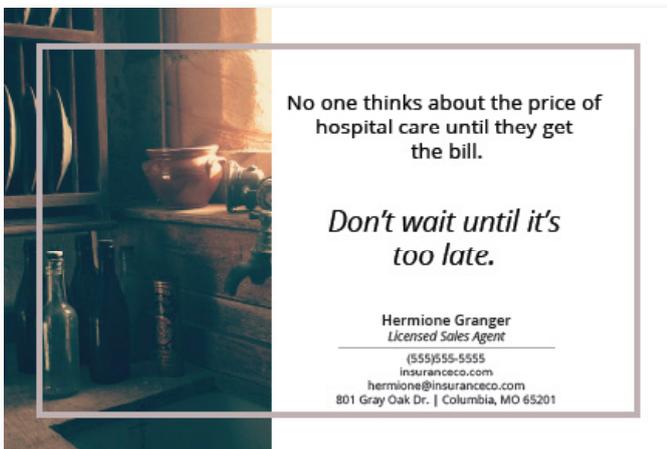
(555)555-5555
insuranceco.com
hermione@insuranceco.com
801 Gray Oak Dr. | Columbia, MO 65201

#T65

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#Hearing



#Hospital



#Vision

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Doorhangers <<<



#Barn

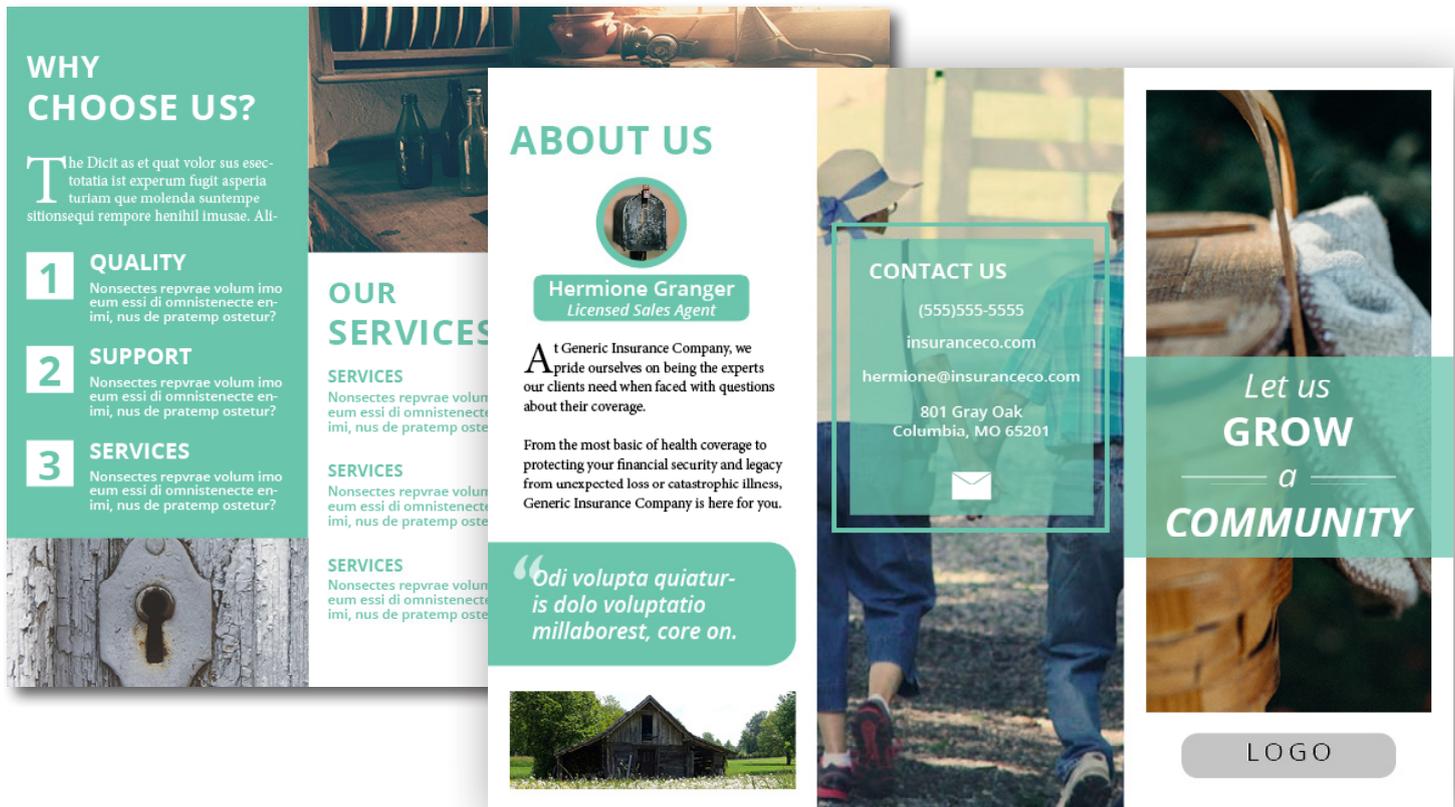
#Basket

Tip: These doorhangers look best when printed on glossy, heavy-weight paper.

Life happens. With the help of these door hangers, missed appointments become future opportunities. Show your clients you stopped by with an attractive personalized door hanger that will stand out so they can easily contact you to schedule a follow-up.

PRICE: \$75 (Free for SMS Agents)

Tri-fold Brochures <<<



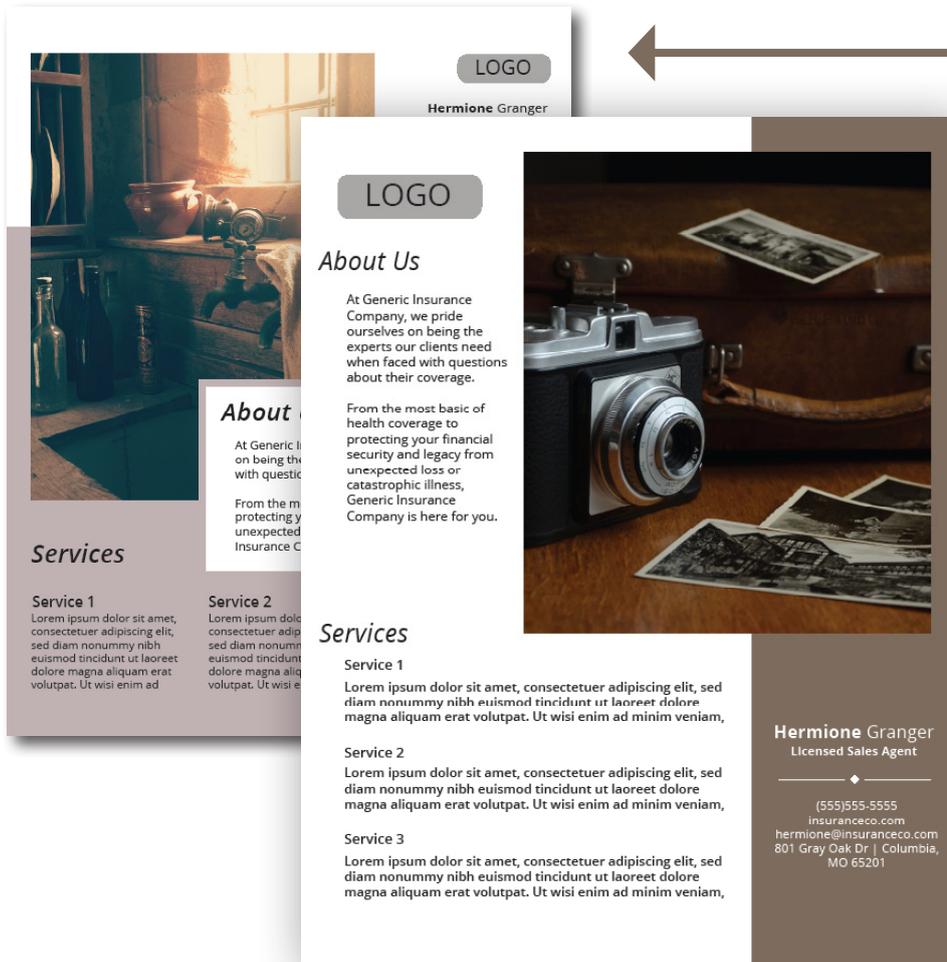
The *Vintage* Trifold Brochures set you apart by utilizing relatable authentic elements and textures to help recall warm cozy feelings, comforting smells and fond childhood memories of the past. Personalize with your basic contact information for a seamless professional image.

PRICE: \$115 (Free for SMS Agents)



Warm cozy feelings of the past

Turning 65 Letters <<<



← #LightBrown

← #DarkBrown

Tip: Print these letters on glossy paper from edge-to-edge for maximum impact.

The authentic images of the past in the *Vintage* Turning 65 Letter will definitely stir emotions and set you apart. With comforting colors and design, the information is clearly presented and easy to read. Choose between *Dark* or *Light Brown* and simply personalize with your basic contact information for a seamless professional image.



*Clearly presented
and easy to read*



The versatile 6x4" postcard size *Vintage* Important Numbers Card is designed for portability and convenience. With its versatility, this piece can be used as a refrigerator magnet. This card is a popular way to effortlessly keep your name in front of your clients for years to come.

PRICE: \$50 (Free for SMS Agents)

Tip: These cards look best when printed on a heavy cardstock.



Keep your name in front of your clients for years to come

A close-up photograph of blue pine needles, likely from a spruce or fir tree, filling the entire frame. The needles are a vibrant blue-green color and are arranged in dense, radiating clusters. The lighting is soft, highlighting the texture of the needles.

Janice's

Outdoors

Collection

Mountains. Beach. Wildlife.

You can almost smell the mountain air and feel the warm ocean breeze while scrolling through Janice's Outdoor Collection. Inspired by our Creative Marketing Specialist, Janice Downes, this collection features stunning images of nature. A hidden mountain getaway to a breezy sandy beach, majestic pine trees, and curious wildlife are combined to effortlessly transport you to fond memories of a favorite vacation spot.

*Note: The title, Licensed Sales Agent, is not subject to change.

*In order to maintain the integrity of these pieces as designed, headshots and logos are not recommended.

Business Cards <<<



#PineTrees

Tip: These business cards look best when printed on glossy cardstock.



#LogCabin

Simply provide your basic contact information for a current modern design with a natural outdoor feel. Choose six featured Outdoors Business Card images, including Pine Trees, Log Cabin, Lantern, Raccoon, Beach Collage and Boat Rope.



The wavy lines create interest and movement



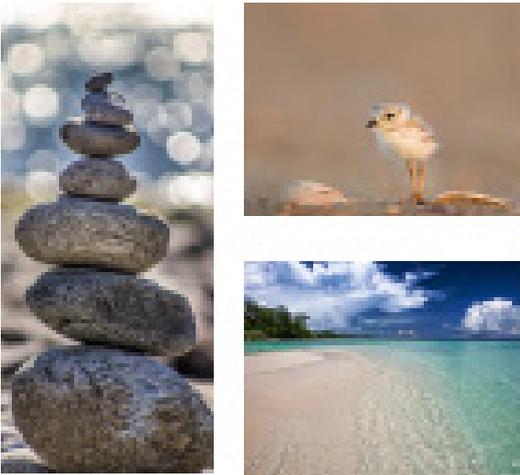
#Lantern



#Raccoon



Curious wildlife



HERMIONE GRANGER
 Licensed Sales Agent

(555)555-5555
 hergrange.com
 hergrange@hergrange.com
 801 Gray Oak Dr. | Columbia, MO 65201

#Beach Collage



HERMIONE GRANGER
 Licensed Sales Agent

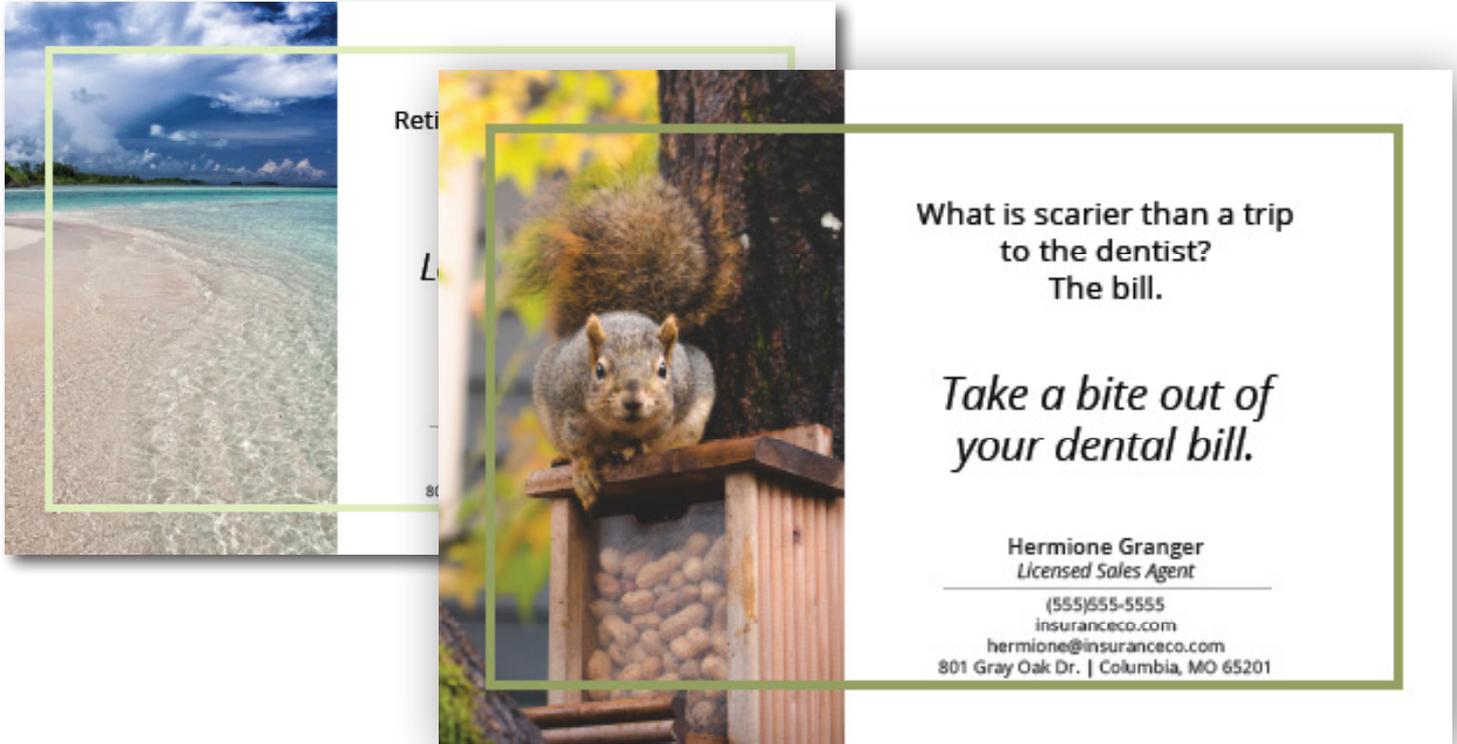
(555)555-5555
 hergrange.com
 hergrange@hergrange.com
 801 Gray Oak Dr. | Columbia, MO 65201

#BoatRope



Warm Sand &
Cool Water

Postcards <<<



Each 6x4" postcard elicits a different emotion directly related to a solution you provide for your clients. Agents can easily personalize each piece by providing basic contact information including name, phone number, address, email and website, if available, for a seamless professional image.

The 7 different "concerns" addressed in this edition are: Turning 65, Retirement Planning, Hospital Indemnity, Dental, Vision, Hearing, and Final Expense/ Legacy Planning



What is scarier than a trip to the dentist?
The bill.

Take a bite out of your dental bill.

Hermione Granger
Licensed Sales Agent
(555)555-5555
insuranceco.com
hermione@insuranceco.com
801 Gray Oak Dr. | Columbia, MO 65201

#Dental



What kind of legacy are you leaving behind?

Let us help secure your legacy.

Hermione Granger
Licensed Sales Agent
(555)555-5555
insuranceco.com
hermione@insuranceco.com
801 Gray Oak Dr. | Columbia, MO 65201

#Legacy



No one thinks about the price of hospital care until they get the bill.

Don't wait until it's too late.

Hermione Granger
Licensed Sales Agent
(555)555-5555
insuranceco.com
hermione@insuranceco.com
801 Gray Oak Dr. | Columbia, MO 65201

#Hospital



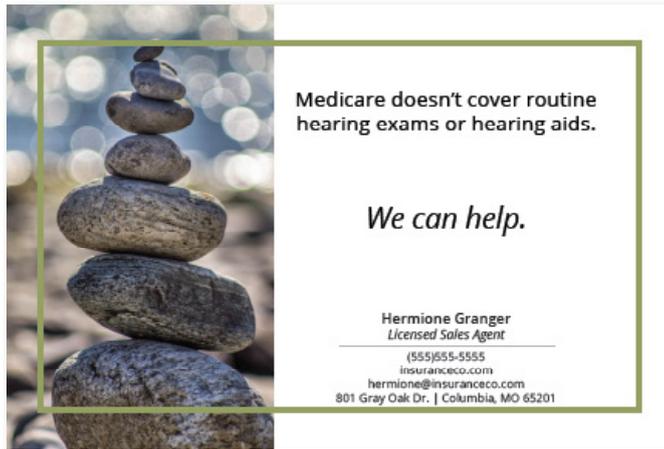
Medicare doesn't cover routine eyeglasses or contacts.

Let us show you a better way.

Hermione Granger
Licensed Sales Agent
(555)555-5555
insuranceco.com
hermione@insuranceco.com
801 Gray Oak Dr. | Columbia, MO 65201

#Vision

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#Hearing



#Retirement



#T65

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Doorhangers <<<



#LogCabin

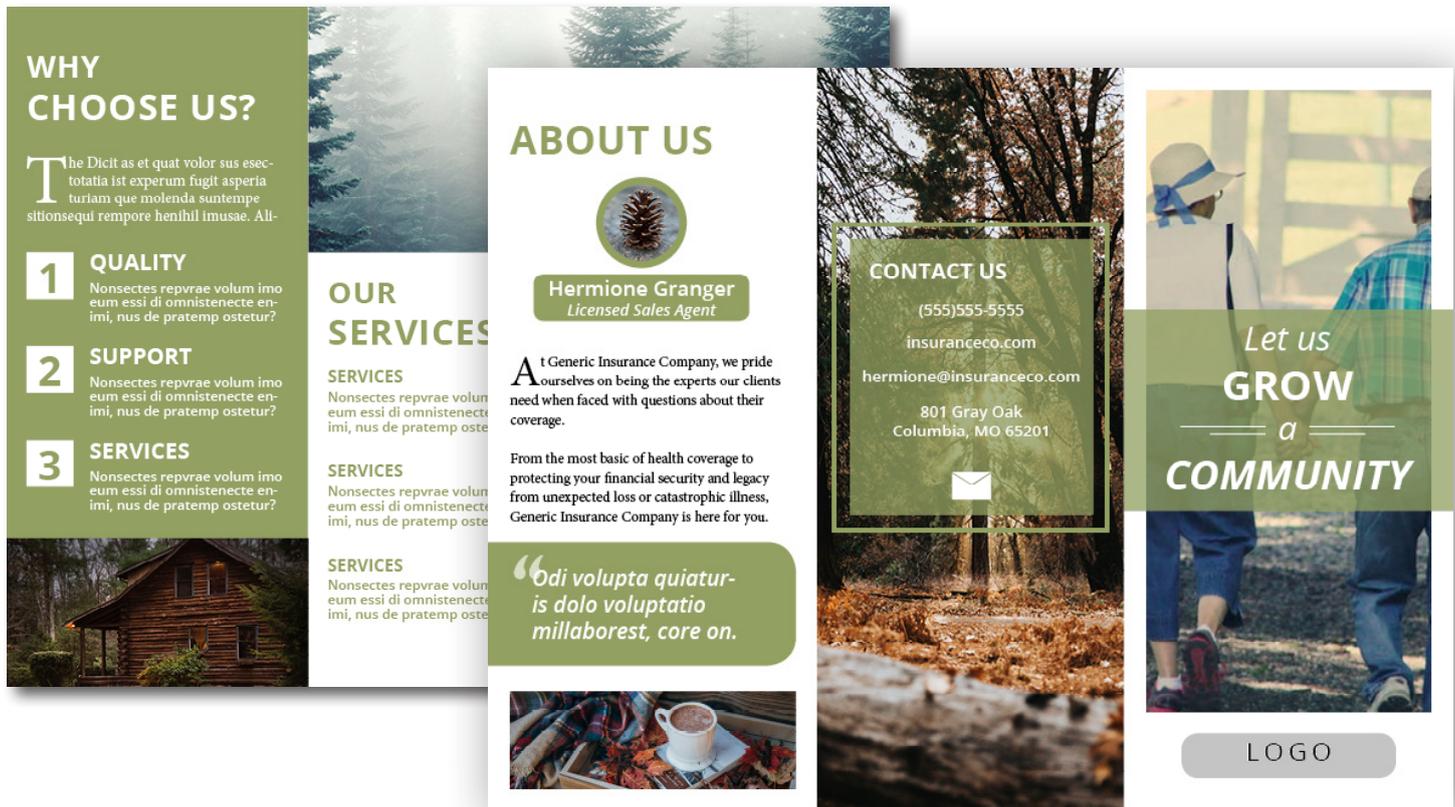


#Lantern

Tip: These doorhangers look best when printed on glossy, heavy-weight paper.

Life happens. With the help of these door hangers missed appointments become future opportunities. Show your clients you stopped by with a personalized *Outdoors* calling card stands out so they can easily contact you to schedule a follow-up.

Tri-fold Brochures <<<

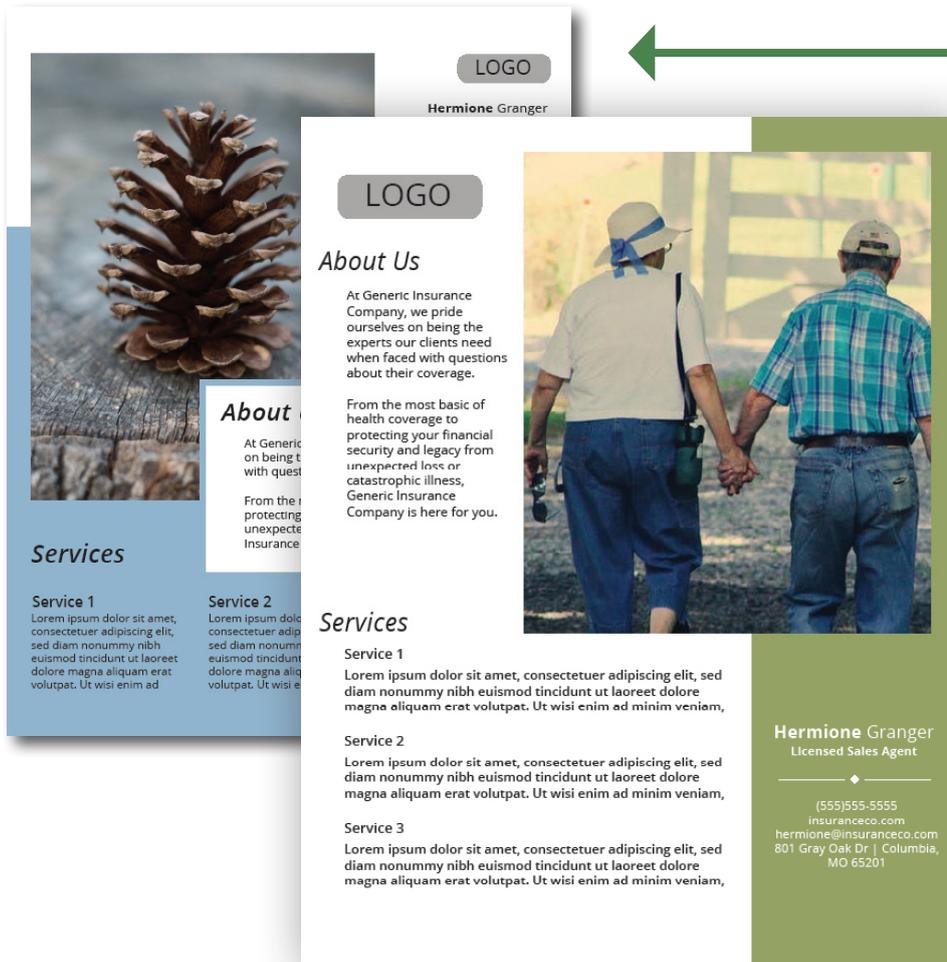


The *Outdoors* Tri-fold Brochures set you apart by utilizing real images and natural textures straight from the outdoors. Bring to mind fond memories of spending time in nature at a favorite mountain getaway, leaving you refreshed and reconnected. Personalize with your basic contact information for a seamless professional image.



Fond memories of spending time in nature at a favorite mountain getaway

Turning 65 Letters <<<



#SkyBlue

#Olive

Tip: Print these letters on glossy paper from edge-to-edge for maximum impact.

The simple image of a pinecone in the woods in the *Outdoors* Turning 65 Letter provides a subtle touch of nature that sets you apart. With natural colors and design, the information is clearly presented and easy to read. Choose between *Sky Blue* or *Olive* and easily personalize with your basic contact information for a seamless professional image.



Choose *Sky Blue* or *Olive* and easily personalize with your basic contact information



#Bears



IMPORTANT NUMBERS



IMPORTANT NUMBERS

Social Security Administration
1(800)772-1213

Medicare
1(800)633-4227

TTY Users
1(877)486-2048

MO Department of Insurance
1(800)726-7390

U.S. Department of Veteran Affairs
1(800)827-1000

Agent's Number
1(555)555-5555

HERMIONE GRANGER
Licensed Sales Agent

801 Gray Oak Dr. | Columbia, MO 65201
insuranceco.com

#Raccoon →

The versatile 6x4" postcard size *Outdoors* Important Numbers Card is designed for portability and convenience. With its versatility, this piece can be used as a refrigerator magnet. The curious bears and fuzzy raccoon are an added touch designed to entice your clients to keep these around for years



Designed for portability and convenience

David's

Legacy

Collection

**Clear.
Concise.
Timeless.**

Rather than retire the pieces used in AMP Year 1, we offer them to you here in the newer, fresher AMP Legacy Collection. Created by our Graphic Designer, David Wilbanks, most pieces are available in green or blue. These pieces are clean and straight to the point. There are newsletters, postcards, business cards, etc. If you need a marketing piece, you have come to the right place.

*Note: The title, Licensed Sales Agent, is not subject to change.

Business Cards <<<

#Classic



Tip: These cards look best when printed on textured, bone cardstock to enhance the classic look of this style

Our *Classic* edition contains clean lines, subtle shapes, and soothing colors. The draw of the *Classic* Business Card is in its simplicity. It's a no-nonsense card: free of frills and to-the-point. The clean lines and classic styling appeal to nearly everyone and, instead of screaming your intent in clients' ears, professionally states who you are and what you do. Available in green and blue to match your existing marketing materials.



*Clean lines
and classic
styling*



Blue



Green

#Modern



Tip: These cards look best when printed on a semi-gloss or matte heavy weighted cardstock. Reducing glare makes it easier for clients to see the information.

Our *Modern* edition is one of our original AMP marketing pieces. It can contain a *surprising* amount of information and yet, *never feel cramped*. Available in a soothing blue or a verdant green that is sure to match materials you already use in your daily business. There is a place for your photo or logo (but not both), as well as the particular product lines you offer. These business cards are for the traditionalist, despite their modern design philosophy. They are polished, clean, and full of information, but never cluttered.



*Polished, clean,
and full of
information, but
never cluttered*



Blue



Green

Postcards <<<

#Classic



Tip: Like most pieces in the AMP collections, these postcards have slight "bleed" areas that will extend past the printable area. This helps avoid printing errors.

Postcards are a fantastic way to stay in touch with clients. Remind them of important dates and interesting offers. Our *Classic* postcards are neither busy nor cramped, but are still full of important information your clients need. These 4x6 postcards look best printed on glossy cardstock to accentuate the bold styling. We can include your logo, photo, and contact information.



**Stay in touch with
your clients**

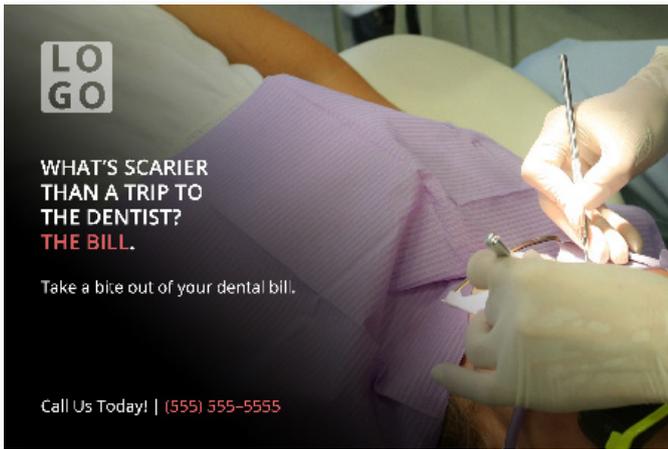
#Au Courant



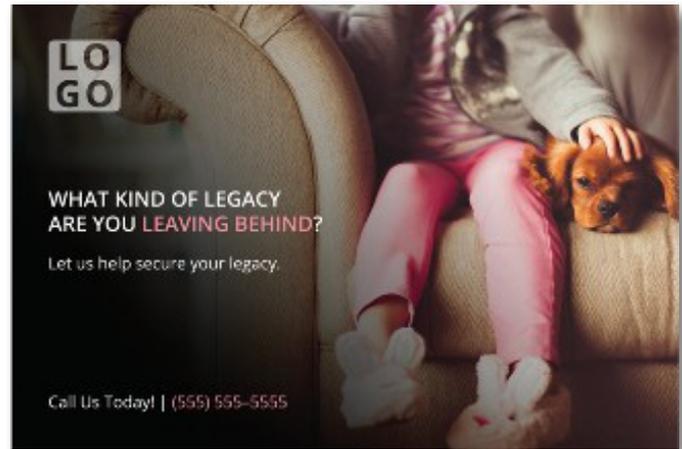
Tip: These postcards look best when printed on glossy cardstock to further enhance the boldness of the style.

Thought we would get rid of these, didn't you? Think again. Our Au Courant postcards are back. They are designed to appeal to personal experiences, questions, and the emotions of your potential and existing clients. Currently, there are seven cards for separate concerns that your potential clients may have. These postcards pull at heartstrings, make clients think, and call them to action based on these reactions. Build value and sell your expertise, not products. People tend to keep experts. They keep things with value. Giving them that value is the secret to long-term success in sales.

The 7 different "concerns" addressed in this edition are: Turning 65, Retirement Planning, Hospital Indemnity, Dental, Vision, Hearing, and Final Expense/ Legacy Planning



#Dental



#Legacy

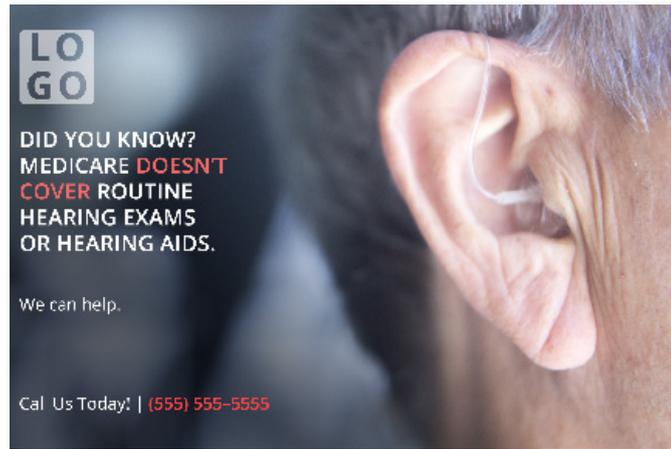


#Retirement



#T65

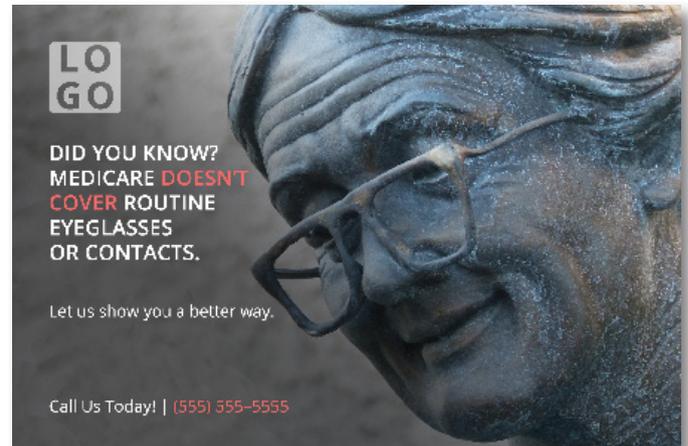
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#Hearing



#Hospital



#Vision

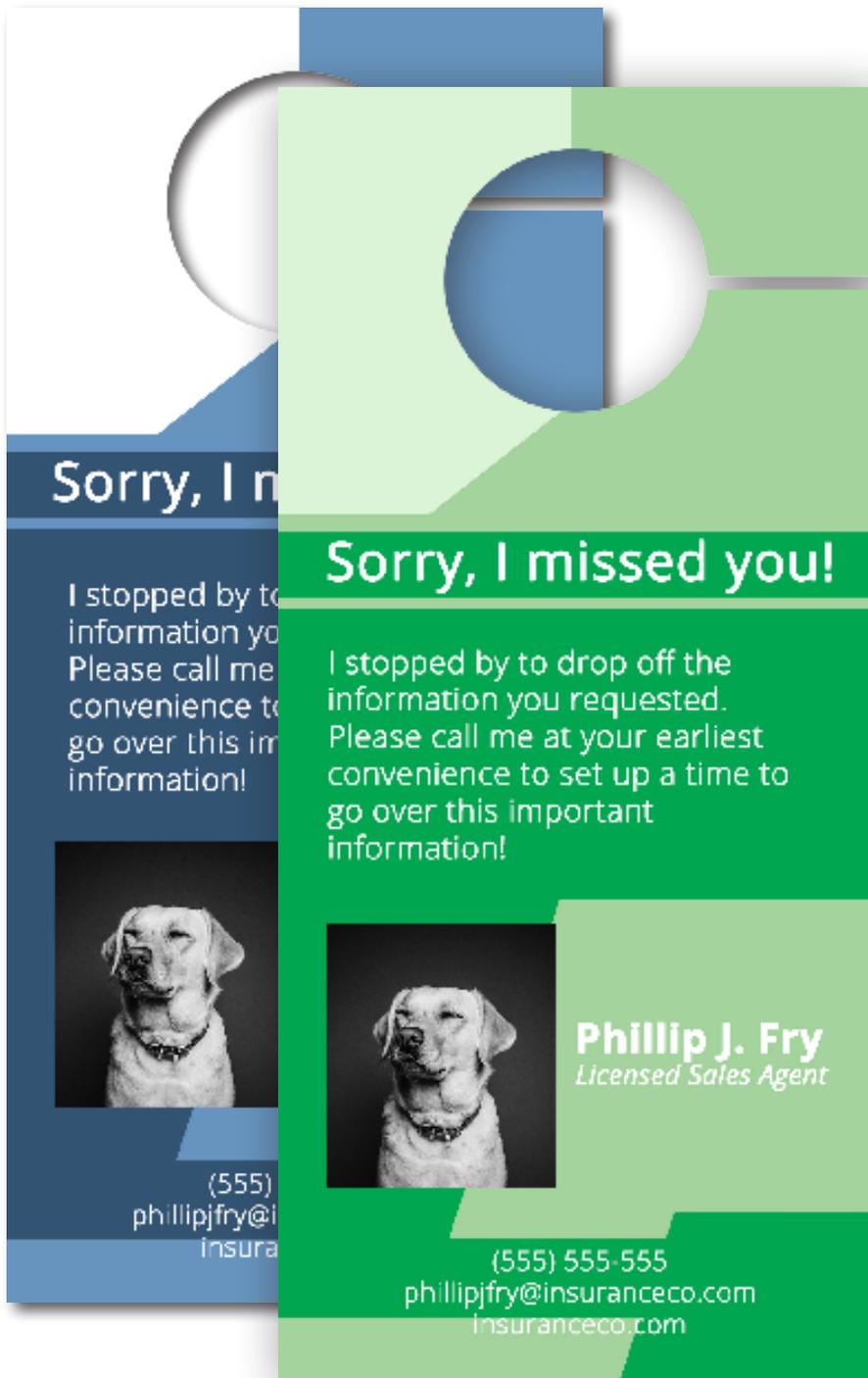
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Doorhangers <<<



Add an important point of contact to your no-shows

Let's face it, no-shows are a fact of the industry. You've called and you've set up an appointment only to have a client or prospective client no-show. It happens more than we like to admit. With these doorhangers, you can add an important point of contact to your no-shows. Remind them that you stopped by and are still interested in getting them the important information they need. Personalize with your contact information and photo with your choice of two colors.



PRICE: \$75 (Free for SMS Agents)



Blue



Green

Tri-fold Brochures <<<



Tip: Print these letters on glossy paper from edge-to-edge for maximum impact

Our 11x8.5" tri-fold brochures are designed to grab attention wherever they may be found, whether they're on a table in a doctor's office or going from your hands into the hands of a prospective client. Clear, concise, and packed full of excellent information about your products and services, these brochures, available in our specific shades of teal or blue, will catch the eyes of prospective clients. Personalize with your agency logo, contact information, and your photo.

PRICE: \$115 (Free for SMS Agents)



Clear, concise, and packed full of excellent information

Turning 65 Letters <<<

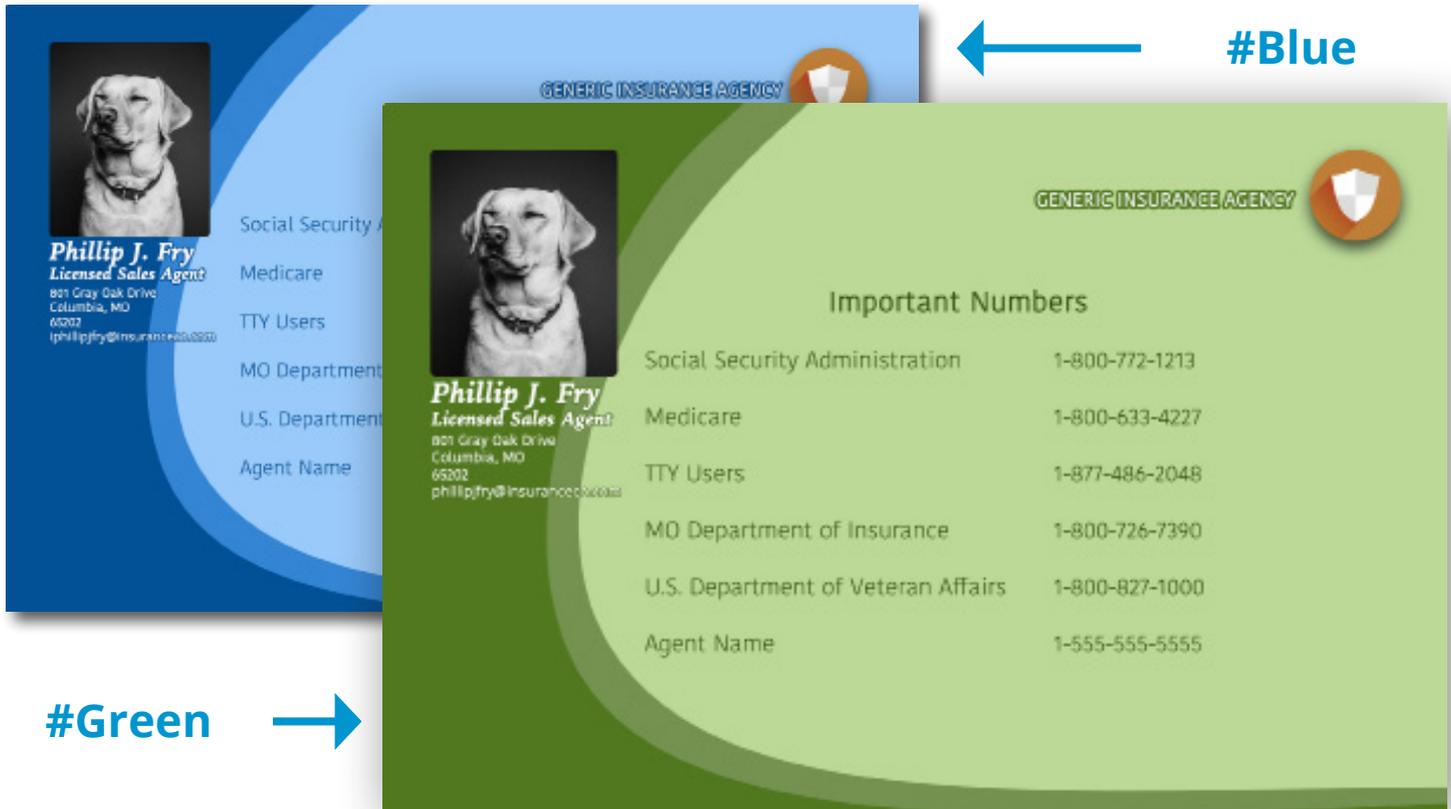


Tip: Print these letters on glossy paper from edge-to-edge for maximum impact

Specifically designed to stand out from the crowd of mailers and letters that T65 prospects receive, our T65 letters are scrubbed for compliance and personalized with your logo, agent photo, and contact info. These professional and modern T65 letters will inspire confidence in your business and catch the eyes of those most in need of this important information.



Inspire confidence in your business and catch the eyes of those most in need



Are you looking for something unique to leave with clients and prospects? We have compiled a few important numbers that could be useful for any Medicare aged person. Personalize to your state and includes your photo, contact information, agency logo, and your number as one of the important numbers your clients and prospects should have on hand. At 6x4" postcard size, these are large enough not to be lost, but not so big as to be shuffled in with other papers and forgotten.



Important numbers that could be useful for any Medicare aged person



Blue



Green



AMP newsletters are offered with any collection you choose!



Tip: Print these letters on glossy paper for maximum impact



Updated and published four times per year

Each issue of the AMP Quarterly Newsletter contains relevant, useful information created specifically for your clients. It is updated and published four times per year. The Spring Edition is published in February, the Summer edition comes out in May, the Fall edition is updated in August and the Winter edition is published in November. Please submit a new request before the beginning of each quarter if you would like to order a personalized copy of the upcoming newsletter.

Senior Marketing Specialists AMP Program & Compliance



AMP Pieces shown in this catalog are for reference only. Actual delivered pieces may vary slightly in layout and color based on the submitted information on your order form. Not all pieces have the same type of text/image fields, so not all pieces will have both headshots and logos. Ex.: The Legacy Collection Postcards have only a logo field and a phone number field.

AMP Pieces are delivered digitally over email through a link to Google Drive. We make every effort to optimize the file sizes for a balance manageable size and still high quality when printed. Senior Marketing Specialists is not responsible for any data overages you may incur from downloading your AMP Orders.

The pieces created and personalized for agents through the AMP program are screened through our in-house compliance department. While there is no actual process or department within CMS that you can submit marketing pieces for approval, we have referenced all parts of the CMS Medicare Marketing Guidelines as well as carrier guidelines while creating these pieces. From our interpretation of these guidelines we believe these pieces to be, at the time of delivery to the agent, compliant for use in all 50 states. Any alteration of the pieces may render the items non-compliant, and as CMS guidelines are updated or change all pieces should be revisited for compliance.





In the business world, it's not enough to have a good idea. To execute a good idea and turn it into real-world impact and success, you have to have a knowledgeable network of experts that are able to steer you into the right path.

Insurance producers are unique in the business world: they have great ideas, but those ideas have to funnel through regulations and compliance. They have to be filtered through the reality of starting your own business. Marketing, advertising, lead generation, etc. are all real-world problems that ideas alone won't solve.

Here at Senior Marketing Specialists, we pride ourselves on being that support network of experts for you, the independent agent. We take your ideas and our ideas and turn them into actionable plans that lead to tangible, visible success for you.

Senior Marketing Specialists isn't just our name.
It's what we turn agents into.



Credits

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Designer Collection Colors Collection

Loan Tran

Vintage Collection Fresh Collection Outdoors Collection B&W Collection

Janice Downes

Legacy Collection

David Wilbanks
Chad Johnson
Tyler Shirk

Typography

Futura
Open Sans

Images

Adobe Stock
Pexels
Pixabay
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