



"What You Don't Know Can't Help You!" ... Eddie K. Emmett, Editor / Publisher

WHY SHOULD YOU ADVERTISE IN THE FYI EXPRESS?

If you did not advertise in the current issue, you missed a great opportunity to tell the insurance industry about your company and its services.

During Mark Twain's days as a newspaperman, he was editor of a small Missouri paper. One day he received a letter from a subscriber, stating that he had found a spider in his paper, and asking if this was an omen of good or bad luck.

Twain replied: "Finding a spider in your paper is neither good luck nor bad. The spider was merely looking over our paper to see which merchant was not advertising so that he could go to the store, spin his web across the door and lead a life of undisturbed peace ever afterward."

Promotion and advertising are important to all businesses, and the Independent Insurance System is no exception.

Any given impression received in the minds of 100 people, psychologists tell us, is forgotten in 24 hours by 25 of those people, at the end of the second day by 50, remembered four days later by only 15, and in 16 days, forgotten by almost everyone. The moral - to sell, you must tell and tell often about your company and its services!

SERVICE IS NOT ADVERTISING

"The best advertising our company does is the good service we perform." Insurance Industry leaders are erroneously considering the normal courtesies they extend to the agents as "advertising." Not so. This "personal service" on which so many good companies are founded is merely part of what the company is trying to merchandise, and the best advertising program in the world could not be a substitute for it. The prime function of advertising is to get new business on the books and retain old business. "Word of mouth" advertising generated by the service rendered, plus satisfaction with the company, will ultimately determine how long that business will remain on the books.

BUT WHY ADVERTISE IN THE FYI EXPRESS?

There are five basic reasons why advertising for the Independent Insurance System is important.

1. *Contacting your prospects* ... Advertising in the **FYI Express** contacts many more agencies, and much faster, than you could contact personally, and it is far less costly.

2. *Arouses interest* ... Advertising in the **FYI Express** alerts your prospects to their agency's needs, and creates a desire for your service.

3. *Creates a preference* ... Advertising in the **FYI Express** singles out your company as the right one for the agency to represent. It keeps your name before the agency personnel, and makes your company the first one they will remember when they quote the services that you offer.

4. *Closes the sale* ... Advertising in the **FYI Express**, properly designed and executed, will close many sales with just minimal assistance from your marketing representatives.

5. *Keeps the agencies sold* ... Advertising in the **FYI Express** reminds your agency force of satisfaction, builds professional standing, maintains confidence, and encourages new and renewal business.

Speaking of Advertising

It costs more to produce each issue than the \$2.00 per issue subscription fee. I offset the loss with paid advertisers. That's where your company comes into the picture.

I envision each advertiser will have approximately space for 2 ½" wide x 3" high or a banner 1" high across the bottom or top of a page. Ron Manera of Towing & Rental Group will always have the back cover. He was the inspiration for **FYI: Insurance Views and News** and a supporter from Day One.

At the same time it is being printed it is made available in downloadable PDF for free on the FYI website. I've tried viewing and printing it myself. It is an exact copy of the printed version complete with advertiser's logos. As an added feature I also endeavored to add the companies' hyperlinks to their websites.

Check it out for yourself at www.fyigeorgiaviews.com and look on the right hand side of the home page. The issues will always be available for anyone to view at any time, 24 hours a day, 7 days a week, 365 days a year. Your advertising message will always be there long after the printed version has been used in which to wrap fish!

The cost for advertising in **FYI Express** is the most economical in the industry: \$100.00 per month gets your company the "Best of Both Worlds": Printed Version and Internet Version complete with hyperlinks.

Please let me know as soon as possible if you wish to get in on the most economical means of keeping your name (& message) in front of your customers ... the agents in Georgia.

I'll need your ad copy e-mailed to me at eddieemmett@mindspring.com by the 25th of each month. Feel free to change it as often as you wish but I'll run the same ad unless I hear from you by that time.

As an added bonus ... Marketing Reps of my Advertisers receive each issue for FREE! Just let me know their names & addresses.

By the way ... if you do not care to advertise in the FYI Express at this time but do wish to subscribe, feel free to do so.

Simply take one of your business cards and mail it with a check for \$24.00 payable to FYI: Insurance Views and News, 2910 Roxburgh Drive, Roswell, GA 30076.

Please include your e-mail address if you wish to be added to the FYI Express e-mail service that keeps you up-to-date on the news as it happens.

**Please Don't Delay ... Do It Today!
The 25th of this month is right around the corner.
That Noise You Hear is Opportunity Knocking!**