



## **Health/MLM/Insurance Pros – What if nearly 100% of the people you called said “YES”?**

We have a program that will resonate with virtually 100% of the people you approach.

Success in the insurance industry is a total function of creating relationships and solving problems. Insurance and annuity services are without a doubt very needed and lucrative. However, it's a very competitive market that requires innovative strategies to get an audience with consumers and businesses alike. As we all well know, if you make 100 calls, you are fortunate to find 3 that may meet with you and you're very lucky if one decides to do business.

We have a program to help you expand your sphere of influence to many more people than with insurance products alone. It is based in the fact that the 4<sup>th</sup> leading cause of death is due to Adverse Drug Reactions. We have a very simple test to help avoid ADRs that has been available for 8 years but virtually no one knows about it, including most physicians. St. Jude Children's Research Hospital tests every patient with this very simple lifesaving test. Other very prestigious medical institutions have also adopted this for their patients.

All insurance agents have the same need, PROSPECTS! And you want prospects with money. Well, doctors are considered premier, high net worth prospects but getting in to see them is almost impossible. This is where our "patient driven marketing approach" comes in. This is truly a business built on being part of a 'National Awareness Campaign' to save lives.

Using your current client base you can OPEN that doctor's door and then begin to develop a relationship with the physician and their staff. This is one of those 'genius attacks' that makes perfect sense. Using this 'patient-driven marketing' approach, you can introduce this test to virtually everyone with amazing results. As an insurance agent, if you called everyone you know or even asked a stranger the following two questions, virtually everyone will say "YES".

1<sup>st</sup> Question: *“Joe, do you or anyone in your family take medications?”* We know that with 4 billion prescriptions written every year in the US, the chances are extremely high the answer will be “YES”.

2<sup>nd</sup> Question: *“Joe, have you or anyone in your family ever experienced an Adverse Drug Reaction?”* We also know that with 2 million people being hospitalized every year, 125,000 dying every year and millions of other that experience serious reactions, the chances are extremely high the answer will be “YES”

Bottom line, anyone taking a medication or combination of medications must get this test done by their doctor and with this program, you can facilitate making that happen. Many insurance companies cover this test as well as Medicare\* (for certain health issues). Without this test a patient is playing Russian roulette with their life or the life of a loved one. It is so vitally important to have this information BEFORE taking a medication.

By helping individuals resolve a very serious health issue, you create credibility and trust while providing a critical public service. This translates to helping them in other areas where you have expertise: financial services. ***And, they will introduce you to their doctor to get the test done. How would you like more to have more high net worth docs in your book of business?***

INCREASE YOUR INCOME - GROW YOUR TEAM. In addition to a very easy “door opener, conversation starter”, there is also an extremely lucrative and generous compensation plan associated with this program. An added benefit is that you will be able to add many new team members to your organization as a result of the widespread need for this lifesaving test. Best of all, the compensation structure does not require any licensing so anyone who wants to help spread the message and earn additional income can easily participate.

We are working closely with the Founder/CEO of a large insurance marketing firm with over 1,500 agents (and growing!). This million dollar earner has 35+ years in the insurance industry and wrote \$30 million in annuity sales LAST YEAR. He has seen it all but never seen anything like this! He is hosting an introductory webinar for me to share with you how this can energize your business beyond all expectations. He tells us that virtually every agent who has seen this program has opted in. This is a first and there are good reasons why.

Here’s a chance to get all your questions answered and make this a major part of your business building strategy.

Watch this recorded webinar:

<https://vimeo.com/financialhalo/review/123051582/4026dec1f9>

*Find out how this will move your business to the next level for 2018!*

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