

# ***The “Daily Plan-It™”***

*SHUMATE BROKERAGE CORP.*

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## **2008 Marketing Suggestions**

Over the past several years, this has been an easy column to write. In up real estate and stock markets, everyone’s confidence is up. During good times, investing money in some form of planning seems like a sensible, reasonable thing to do. Now, of, course the stock and real estate markets are down. The credit crisis is causing a confidence crisis! How do you keep your professional practice afloat when you are faced with clients and potential clients’ crises in confidence?

Here are a couple of suggestions:

### **1. Help protect your clients.**

What motivates people during a down economy is protection. When people have a defensive mindset and their confidence is low, you probably don’t want to be talking about plans for growth; instead you should discuss protection strategies. When people are scared, they want to protect everything while spending nothing. So, estate planning, asset protection or income protection should be key marketing themes for this year.

### **2. Keep your confidence up.**

I know this is easy to say but hard to do! When you open up the newspaper and see that the economy is tough, keeping your self-confidence can be quite a challenge. But, if you think about it, you want to keep your confidence up so those around you will be attracted to your confidence and optimism. Let your clients and prospective clients know you have great confidence in the future.

### **3. Do not waste time trying to turn a frog into a prince.**

One of the challenges you have in a market like this is that you need to keep your pipeline full.

Prospecting is a challenge when people hesitate to use your services. My greatest recommendation is to keep looking for those terrific clients. Don’t waste time trying to persuade a frog that he or she is actually a prince! Sometimes a frog is always a frog, no matter how many times you kiss it. In a strong economy, you can afford a lot of frog kissing. In a down market, you have less time and money to squander. So stay focused.

### **Thanks for being our royalty.**

You are the princes and princesses in our life. And we want to thank you. We hope you can use these marketing suggestions in 2008. If you have any tips for us, do not hesitate to send them our way — we are doing everything we can to keep our confidence up too!

As always, thank you for your referrals and your support.

## ***Shumate Brokerage Corp.***

1918 West Cass Street  
Tampa, FL 33606-1232  
800.330.8582  
813.254.7681  
Fax ~ 813.251.8049

[www.ShumateBrokerage.com](http://www.ShumateBrokerage.com)

Email ~ [Brent@ShumateBrokerage.com](mailto:Brent@ShumateBrokerage.com)

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