

# **How to Set Yourself Apart from Every Other Financial Advisor in Your Area!**

**I'm Ready to Reveal My Secret Now!**

For the past several years, I have consistently written over \$5,000,000 of fixed annuity and life insurance premium annually and taken more time off than ever before!

**This report will tell you HOW!**

## **Bottom Line:**

**Thousands of agents will give this seminar over the next several years, because it contains information the public desperately NEEDS to know and the Government isn't volunteering.**

***But Almost Nobody is Doing it YET!***

**I was the first agent in my area and I have been cleaning up for four solid years!  
Now you can do the same and I will help you!  
Read on...**

# *Listen to What Others are Saying*

## **C.F.P., Florida:**

I am still in shock! When I read the free report I was sure this system couldn't work. But based on a referral from a good friend, I bought the system. Within the first two weeks after the seminar, I closed over \$12,000 in commissions and I still have appointments booked for the next two weeks!

## **D.B., Ohio:**

I spent about 20% of my time last year working the 2X System and have earned over \$80,000 in commissions. Not bad for a part time job!

## **R.K., Michigan:**

We were looking for something to provide a steady stream of qualified prospects to our large agency and couldn't be more pleased with the 2X system. During the last 6 months, our producers have generated over 1,100 qualified appointments and have generated millions of annuity and life production. – Thank you 2X Selling!

## **B.K., Michigan:**

With the 2X Selling System, I am averaging over \$750,000 of annuity premium per seminar day! It has never been easier to get high-quality prospects to come to my office.

## **K.C., Florida:**

It's unbelievable! I was skeptical at first, but just two days after my first seminar I received eight appointment requests! I didn't have to call anyone!

## **L.S., Michigan:**

After doing seminars for over 5 years, I was tired of getting on the phone for two straight days after each seminar, calling seniors to set up appointments. The 2X Selling System has taken away the worst part of seminar follow up. Now, I just wait for the appointment requests in the mail after the seminar. We are averaging 41% of the attendees that ask me for appointments!

## **J.T., Indiana:**

The 2XSS program has given me the opportunity to increase my activity 10 fold, putting me in front of qualified people with money!

## **D.N., Ohio:**

I spent a total of \$285 to rent a senior center and placed 2 small newspaper ads for the 2 X Selling System seminars. Twenty people attended and to date I have made over \$23,000 in gross commissions!

## **M.J., Virginia**

Ever since I started the 2X seminars my attendance has been higher than ever and my prospect capture ratio has more than doubled. This is a phenomenal system! With six seminars held and monthly seminars on-going I can get \$50,000 per month of perpetual revenue. That is \$500,000 of annual commission from 40 weeks of production. Thanks Brian!

## **S.R., Louisiana**

I wanted to say that I truly enjoy using this 2X seminar. It's amazing the number of people that attend and how so many of them request appointments at the seminar. We love it. 2XSS has hit a homerun with this program. Thanks!

## **G.K., Kansas**

This program truly sets you apart. You have the opportunity to provide valuable information to your clients and render a sincerely appreciated service.

# **SEMINARS**

**Are Extremely Popular Today.  
Everyone's Doing Them!**

**Like we said, EVERYONE is doing them!  
Problem is, they're all doing the same ones.**

**Over and over and over.**

**Living Trusts. Annuities. Long-Term Care.  
Annuity Mistakes. Retirement Planning.  
Financial Strategies for Your Golden Years.  
Buying Dinner for Too Many "Plate Lickers."**

**UNTIL NOW!**

**This FREE Report is a product of four solid years of incredible success,  
doing a BRAND NEW seminar a completely different way!**

**How would YOU like to be the FIRST in your area to reach a  
TOTALLY UNTAPPED MARKET?**

**A market with OVER 55 MILLION PEOPLE!**

**There are MILLIONS of automobiles in this country. Imagine how much money  
you could make if you were the ONLY mechanic in your town.**

**What if you owned the only GASOLINE station in your town?**

**Or if you were the only CAR INSURANCE salesperson in your town.**

***YOU WOULD MAKE UNBELIEVABLE MONEY, WOULDN'T YOU?***

Dear Fellow Financial Advisor,

You will learn, over the next few minutes, how you can use an amazingly simple system to generate more appointments than you've ever had before. ***You could earn thousands of dollars per month in additional income without changing your business practice. Best of all, people will consider you a trusted expert in your field!***

How do I know you can do that? Because I did it, and a little more than four years ago I had no more knowledge about this particular topic than you do. In fact, I had none. Zip. Zilch. Nada.

What I'm about to share with you has literally changed my life. And believe me, nobody is more surprised about that than me! I have been in business since 1990. Truthfully, after about 10 years, I wasn't doing too badly. Not spectacular, mind you, but I wasn't starving. I'm not going to tell you, like everyone else does, that I was dead broke before I found this spectacular new system.

I will tell you, however, that I have come across nothing -- and I mean NOTHING -- that works like this. When I first started doing this program, I did several things "wrong" by traditional seminar standards. I quit serving dinners. I didn't MAKE my attendees fill out any sheets, and I didn't call a single one of them the day after the seminar. Matter of fact, I once took an 8-day vacation right after one set of seminars! And it STILL WORKED WONDERS!

Not that I WANTED the system to fail, mind you. Hey, I've got kids, too and they like it when I win free trips from different companies for writing so much business. But before I was ready to tell others about my little secret, I wanted to make sure it would work in any season, generate appointments and sales CONSISTENTLY and be workable in virtually any area of the country. And despite all my "shoot myself in the foot" mistakes, it worked like a charm.

### ***MY INCOME EXPLODED!***

So, we tested it some more in multiple states, at multiple times. Response has been unbelievable because, as you'll see shortly, the public ***has never before been more ready to hear*** the information I've been giving them. The timing is perfect! And that's where YOU come in.

What I have learned over my career, is that there are some universal truths to this business. In my opinion, there is nothing that will ever change them. Allow me to share some of these truths with you:

### **Truth #1**

#### **Marketing is More Important than Selling.**

It doesn't matter if you can sell snow cones to Eskimos, you will starve to death if you don't have a steady stream of Eskimos to talk to. The most important skill a financial advisor can have is marketing. You need to differentiate yourself to stand out in the crowd. When I started in business, I thought that if I had good intentions, good products, knowledge of how and when to apply them, was honest and available to my clients, then my business would take off and run itself on referrals. **BOY, WAS I MISTAKEN!**

Now, don't get me wrong. All those other things are necessary to build and keep a long-term, successful practice. The problem is, there are plenty of other people in your area that have good intentions, etc., and may have been doing it a lot longer than you!

You have to set yourself apart and make sure people know you are valuable to them. For me, that uniqueness has come by means of setting myself up as the expert in one particular area...and there's room for **PLENTY** more!

### **Truth #2**

#### **Specialization is the Wave of the Future.**

There's an old joke that pertains to doctors. The general practitioner is said to know less and less about more and more, until finally he knows nothing about everything. The specialist knows more and more about less and less, until finally he knows everything about nothing.

In financial services, it has become more important to identify yourself with one particular segment of the market. Fixed annuities, equity indexed annuities and insurances are "safe money" havens, used for preservation of principal and leaving a legacy. These products are primarily used by financial advisors who are dealing with retirees or those approaching retirement. Others specialize in college funding, selling insurance to new homeowners, or selling retirement plans to schoolteachers. In any case, if you can set yourself up as "the expert" in a particular area, your credibility (and therefore your earning power) will be immeasurably strengthened.

**Truth #3**  
**Senior Citizens Have Most of the Money.**

I know I'm probably not teaching you anything by saying this, but it's TRUE! Studies have shown that over 75% of the wealth in this country is possessed and controlled by those over the age of 55. And while it is true that several trillion dollars will be passed down to the next generation, it is also true that people are living much longer today, and many of the baby boomers will BE over 55 by the time they inherit all this wealth!

The system we have created at 2X Selling Systems, LLC does not specifically advertise or cater itself to seniors. It just so happens that because of the nature of the programs offered, tons of seniors show up at our seminars! And because seniors are fairly conservative by nature, they already have annuities, CDs, IRAs, and other safe monies that I may be able to better position for them. Most importantly, they come in to see me after the seminar, WANTING to talk about improvements that we can make in their overall financial plan.

**Truth #4**  
**Timing is Everything.**

Sometimes, it just so happens that all the planets line up and the timing is PERFECT for a program. Call it luck, call it marketing savvy or whatever you want to call it while you're standing in line to deposit your ever-increasing commission checks.

***NOW IS THE TIME FOR THIS PARTICULAR SYSTEM!***

There is an IMMEDIATE need for massive public education about one particular topic. You would suppose that, given the size of the market (over 55 million people) more advisors would be hard at work tackling this need. Fortunately for you, that's not the case...yet. If you can set yourself up as "the expert" NOW, you will have set the stage for a long and EXTREMELY profitable career in the financial sales business.

As I said on the front page, **in the past four years,**  
**I have averaged over \$5,000,000 of**  
**fixed annuity and life insurance**  
**premium annually, and taken more**  
**time off than I ever have!**

Now, let me show you how...

*So, what's this huge market I keep talking about?*

Simple.

**United States Savings Bond owners are among the most patriotic, conservative, affluent citizens in the country. They desperately need your services and they own (and purchase) TONS of annuities!**

*For over four years now, I have conducted seminars for owners of U.S. Savings Bonds. As advisors, we all need a "hook" to set ourselves apart from the crowd. This system uses a **COMPLETELY UNIQUE** seminar, and a soft approach, to attract **EXACTLY** the type of prospect you're looking for!*

I bet most of you have a family member that owns savings bonds.

I KNOW most of you have clients with savings bonds.

**Savings Bonds? You Gotta Be Kidding Me! BOOOOORING!**

As a financial advisor, what do you do when you run across a client with a stack of bonds? For years, I would ask the client "What ELSE do you have?" I didn't want to deal with savings bonds for a number of reasons. It's hard to know what they are worth. You can't tell what interest rates they are paying. The clients don't always want to cash them in and pay taxes on the interest, just to move to something else.

You see, financial advisors are not generally trained any more than the public is, about the rules and regulations of the United States Savings Bond Program. This lack of knowledge has created an **HUGE** opportunity for you as a financial service professional. You will speak on a topic that is of **ENORMOUS** interest in your community and use this system to uncover and reposition **MILLIONS** of other conservative assets that bond holders own!

*Although I have averaged over \$5,000,000 annually in annuities and life insurance for the last four years, almost all of this premium came from assets **OTHER** than savings bonds! The **UNIQUENESS** of the seminar and the **VALUE** of the information I provide, makes this seminar outdraw every other program in town. The **TOPIC** draws the prospects and the **SYSTEM** guarantees the appointments!*

While other financial advisors run away from savings bond owners, I'm going to suggest that you run toward them. Invite them to your seminars. Tell them about their bonds. Why do you want to do that?

## **Because the Government Isn't Going To!**

Think about that. Of all the bond owners you know, how many of them ever received a statement from the Treasury Department, telling them about their bonds? You know, a little summary of their value, current interest rates and stuff like that? Information they most likely get for **every other investment** they have? I'll tell you how many. Zero. It's not going to happen. U.S. Savings Bonds are among the easiest investments to buy, but they do not provide a regular statement of account.

***For the first time ever***, I'm going to offer you a chance to be the "go-to" person in your area and cash in on the wave of people who **DESPERATELY** need information about their savings bonds.

2X Selling Systems, provides you with everything you need to prosper in this UNBELIEVABLY HUGE market. Want to know more about that market? Consider these facts straight from the Investor Education Department of the Bureau of Public Debt (those are the people that issue savings bonds).

### **Fact #1**

**There are Over \$200 Billion Dollars in Savings Bonds,  
Held by Over 55 Million People.**

Bonds have been available for over sixty years and buying bonds has long been portrayed as a very patriotic thing to do. It stands to reason that if people over the age of 55 own 75% of the wealth in this country, they also own a huge percentage of savings bonds. How would you like to be known as the person in your area that bond holders can go to for straight information about their bonds? Do you think folks would then trust you to advise them concerning some of their other assets? That's exactly what is happening to me, to the tune of over \$5 million of new premium written in each of the past four years. (Remember, almost NONE of it came from savings bonds!)

### **Fact #2**

**More than 10 Million People Still Purchase  
U.S. Savings Bonds Each Year.**

How would you like to be the expert in a market that will never shrink, never go away and will keep growing every year? This system will do it for you!

**Fact #3**  
**The Treasury Department Provides No Statements  
to Holders of U.S. Savings Bonds.**

This is a HUGE opportunity! Bond owners, particularly those who have many bonds and have owned them for a long time, are genuinely confused about what to do with their investment in bonds. For many they were just considered “rainy-day” funds and went untouched for years. The vast majority of bond owners have no idea what their bonds are worth, what they are earning or when they stop earning interest.

***YOU WILL PROVIDE WHAT THE GOVERNMENT DOESN'T  
— A PERSONALIZED BOND STATEMENT.  
AND YOUR PROSPECTS WILL COME TO YOU FOR IT!***

By exclusive agreement with American Bond Solutions, LLC we have arranged for you to have access to **personalized, detailed, color-coded savings bond statements**. Your prospects will love them! These statements were specifically designed to be used and delivered by financial service professionals. **The seminar creates a need for the prospect to have the report and the reports GUARANTEE the appointments!** My clients are grateful for the reports generated for them and, since they must meet with me to have the report explained, I have the chance to go over with them much more than savings bonds.

**Fact #4**  
**Major Changes to the U.S. Savings Bond Program  
Have Created an Unprecedented Sales Opportunity for Savvy Financial  
Advisors. Many Bond Holders Know About the Changes, but They  
May Not Know What to Do About Them!**

For starters, the HH bond was discontinued as of August 31, 2004. That means holders of EE and E bonds are no longer able to roll over EE and E bonds into HH's and continue the tax deferral. This has created an EVEN GREATER OPPORTUNITY for the well-trained financial planning professional because those people will HAVE to do something else with that money! Talk about good old Uncle Sam creating a CAPTIVE market for you! All you have to do is seize it! And we'll show you how to do it. I wrote over \$5 million in new annuity and life insurance premium in each of the last four years BEFORE it was announced that the HH bond was going bye-bye. Can you imagine what the NEXT FOUR YEARS will be like? Other changes since then, such as freezing the interest rate on Series EE Bonds for their entire 30 years of life, have kept savings bonds in the spotlight and created questions in the minds of your prospects. Since YOUR seminar is the only place to get their questions answered, they WILL come!

## **Here's Why this System is Different!**

One night at a local hotel in Michigan, there were literally four different financial seminars being conducted in four different rooms at the same location! I discovered this when I drifted toward the lobby just before my seminar was about to begin and noticed an awful lot of suits up front, ready to greet prospects. When it was all said and done, my program on bonds (with 93 in attendance) had drawn more than three times the total of the other three seminars **combined!**

It took me awhile, but I finally figured out the difference. I finally figured out why this seminar was breaking attendance records no matter when I held it.

If you are holding a seminar on living trusts and estate planning, the only people you are going to attract are those interested in living trusts and estate planning.

If you are holding a seminar on annuities or long-term care insurance, the only people you are going to attract are those interested in annuities or long-term care insurance.

In other words, **if they're not interested in what you're selling**, they're not coming!

When you conduct a program on United States Savings Bonds, entitled "Getting The Most Out of Your Savings Bonds," many of the people in your area **will be interested, because they already own savings bonds.** They know you are not selling savings bonds, but you have made it clear that you will educate them on this investment. It's non-threatening because it is about a Government-issued instrument, and that is an irresistible attraction.

### ***Now, Here's How You Convert those Attendees, Write More Business and Create Thousands of Dollars Per Month in Commissions for Yourself!***

I don't know about you, but I've always hated begging for appointments. I did it in the early days because I hated starving more than I hated begging for appointments, but I've always preferred to have people call me. At the very least, I want my assistant to be able to call and schedule appointments with people who are eager to meet with me.

**And that's exactly the system we've created.**

Using specially designed handouts at the seminar, we offer our attendees a FREE, personalized bond statement prepared by American Bond Solutions, . There are pictures of the statement in the handouts. They must fill out a bond Record Keeping Sheet, which we provide, and then mail it back to us within 30 days of the seminar, in order to get it free. The seminar creates the NEED for the statement by pointing out **ALL THE MISTAKES THAT CAN BE AVOIDED** and **ALL THE MONEY YOUR PROSPECTS CAN SAVE, IF THEY ONLY HAD THIS INFORMATION!**

My experience is and has been, that approximately 40% of the buying units there will go ahead and mail it back. **Virtually all of these will be appointments for you.** All those returning the sheet must meet with you to go over the bond report and have it explained to them. And, at that meeting, you'll also go over their other assets and insurances in order to offer creative and appropriate alternatives. We'll show you how to gently remind your prospects that you expect to do this.

***Think I get results just because I wrote the seminar? Right now, this program is being conducted in 20 different states. And ALL of them are averaging a 40% or MORE response rate, with almost a 100% conversion to appointments. It works all over!***

So you conduct your seminars, then sit back and watch the envelopes and faxes come in. Have the reports prepared, have someone schedule the appointments for you and you are then able to **spend your valuable time doing what makes you money — selling!**

Since you've told people at your seminar that it will be a couple of weeks before you have their reports prepared, you can literally go on vacation for a week the day after the seminar! Come back refreshed and ready to meet with a steady stream of new clients! Conduct programs every other month and you can take at least six weeks off next year! Or, simply add this program to what you are already doing and reap some EXTRA rewards, easier than you ever have before.

As I mentioned, this system is the product of FOUR LONG YEARS of painstaking research, trial and error, testing and re-testing. We've gotten the program down for you, so you can be the "expert" in your community with the information provided.

Maybe you are a seasoned veteran looking for something to "jump start" your earnings to a higher level. Maybe you're just starting out and looking for your niche. Or, you may be somewhere in between but are looking for new profit centers. Maybe you just like to stay up on the latest marketing opportunities.

**Whatever your current situation, 2X Selling Systems, will give you all the tools you need to fill your calendar with appointments, and write millions of dollars in additional business!**

2X Selling Systems has put together the most comprehensive, turnkey system in existence today for educating the public about their savings bonds. From profitable marketing campaigns to location selection to seminar content and more, it's included in the 2X Selling System Manual and CDs. When changes occur in the Savings Bond Program that we feel warrant new slides and presentation material, we'll create that updated material and make it available to participants in our Total Success Package.

## **How Do I Get Started Doing Seminars that Nobody Else is Doing?**

I'm glad you asked!

Let's outline all the benefits of this incredible system and what you'll get:

### **Benefit #1**

**Getting the Most Out of Your Savings Bonds – The Seminar.**  
**(This is the “*HOOK*” that will draw CROWDS to your program!)**  
(\$750 Value)

This is the heart of it all...a powerful, entertaining PowerPoint seminar, complete with an opening presentation that continues to run while your guests are being seated and reading the handout materials you've provided. Walk right through the history of savings bonds and dazzle your audience with your comprehensive knowledge! ***Most importantly, this presentation tells your prospects EXACTLY what they should do after the program.*** It shows them, in full color, the personalized savings bond statement you can provide. It does the selling for you and makes the bond statement a **“must-have”** for your audience...and this generates appointments for you!

### **Benefit #2**

**Getting the Most Out of Your Savings Bonds – The Training CDs.**  
(\$1,100 Value)

Even if you've NEVER talked about savings bonds before to an audience (and how many of you have?) you'll be comfortable with this program. That's because we will provide you with a CD-ROM that contains a FULL VIDEO presentation of Brian Kurtz doing an actual seminar to real attendees. On the SAME Screen, the PowerPoint presentation will be shown simultaneously so you can know exactly what to say when each slide is up. Finally, there's a box on your screen with TIPS from Brian on the purpose of each PowerPoint slide. This benefit truly is PRICELESS!

This incredible benefit is actually TWO CDs, because we've also compiled all the forms you will need to conduct your seminar and service your clients. We've placed them on this CD in PDF format. The Record Keeping Sheet, all the letters you'll need to confirm reservations and appointments, PDFs of advertisements, press releases and radio scripts are all included.

### **Benefit #3**

#### **Getting the Most Out of Your Savings Bonds – The Training Manual!** (\$900 Value)

We've compiled a COMPLETE, comprehensive training manual, designed to take you by the hand and lead you from START to FINISH and teach you how to present yourself as "the bond expert" in your community. This manual literally has too many features to list! All the ads, postcards, press releases, radio scripts and other marketing pieces you'll need are here. So are the client letters, reservation-taking and appointment-setting scripts.

The training manual tells you how to successfully market your program — from picking the right facility to getting free mentions in your local media! It tells you what the right timing should be on your ads and takes you right up to seminar day!

Then, we've included a *word-by-word transcript of an actual seminar*, typed out for you with a picture of the slide that should be on the screen while you're talking. It doesn't get any easier than this!

There's a section on the Top Ten Most Frequently Asked Questions. There is also a chapter on proper follow up after the program and copies of the Nine Most Requested Savings Bond Forms.

*The only thing the training manual doesn't tell you is where to go on vacation the day after the seminar!*

### **Benefit #4**

#### **Getting The Most Out Of Your Savings Bonds – The Video!** (\$500 Value)

This presentation, professionally videotaped and edited, is the same seminar as Benefit #2, but in VHS format so you can watch it in your own home. The split-screen effect is present here as well. So you can watch Brian Kurtz deliver the seminar, look at the PowerPoint presentation and receive tips on giving the seminar – all at the same time!

Some prefer to be trained on the computer and some prefer to watch videos. You'll have the option to do both!

### **Benefit #5**

#### **Getting the Most Out of Your Savings Bonds – The Book!** (\$19.95 Retail Value)

Brian Kurtz has written a book by the same name as this program and it is available nationally on [www.amazon.com](http://www.amazon.com) and through other Internet retailers. The book was featured in a June 20, 2004 article in The Wall Street Journal. It is a useful guidebook that details the history of bonds, common mistakes people make with bonds and how to avoid them and more. A perfect complement to your seminar, you will have the option to sell these books at your own program and make a profit on each one! I usually make enough selling books to cover the cost of the refreshments at the programs.

### **Benefit #6**

#### **The First 50 Personalized Bond Statements are yours FREE!** (Average \$750 Value)

This particular report was designed with YOU, the agent, in mind. You will have clients eating out of your hand, like I did, when they see the quality of information you have provided to them for FREE. Retail prices for these statements range from \$13.00 (for one to ten bonds) to \$117 (for 601 to 750 bonds). Your first 50 can be yours at NO COST, if you choose to take advantage of our Excel-based data input system and have your assistant key in the savings bond lists of your prospects.

If you are short on staff, American Bond Solutions, can do all the data input and printing, on state of the art color equipment and can ship your bond statements directly to you. And each report your prospects request over the years will mean another appointment for you!

### **Sounds Good, So Far. But How Much IS the System?**

Again, I'm glad you asked.

**The retail value of the 2XSS System and all the materials included in it, is over \$4,000.00. And many agents who have tried it have recouped much more than that from just their first program! However, you don't have to come up with that much. Through the magic of "economy of scale," we're able to make the system *extremely* affordable for every agent out there.**

Your cost for a complete 2X Selling Systems, Seminar Kit is just **\$795.00**, payable in one installment. For this one-time investment, you'll have all the tools necessary to write additional annuities, insurance and investments and use this exciting market to significantly increase your monthly income. It's almost a 40% discount over full value.

<p>For this small investment, you <b><u>will</u></b> increase your appointments. But it doesn't end there....</p>
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## **Brian, I Want You to Help Me Get Started, and Train Me to Convert Attendees into Sales! And, I Also Want Personal Service and Support from 2XSS.**

If this describes you, then you'll want to sign up for our *Total Success Package*. The Total Success Package includes the following EXTRA BENEFITS:

### **Total Success Benefit #1**

**FREE, Unlimited Personalized Savings Bond Statements!**  
(Apex. \$1,500 Value)

If you use our Excel-based program and enter your clients' data, we'll process and email back ALL your savings bond statements, *at no cost to you!* This feature alone makes the Total Success Package worthwhile. One of the most effective marketing strategies I've seen is to update a client's statement for them every time you see the client. With FREE, unlimited savings bond statement processing, why not run a fresh one whenever you have an appointment? It's economical, effective and just plain good service. Talk about "*setting yourself apart*" in the marketplace!

### **Total Success Benefit #2**

**Access to Special Conference Calls,  
Conducted Monthly, to Help GUARANTEE Your Success!**  
(\$1,200 Value)

What sets 2XSS apart from any other system out there? We're not just giving you the seminar and a good luck wish. We want to help you succeed in every way possible! We'll mentor you and coach you to help you increase your income exponentially.

On our Total Success Conference Calls, we'll discuss the finer points of the bond seminar, filling the room, how to look for free advertising, how to run a successful appointment, how to sell various products and more! *Special Guest Speakers, every month, will enhance and increase your sales skills.* You'll interact with Brian Kurtz, other Total Success Members and our expert guest speakers and get the chance to "pick their brains." Ask questions, contribute ideas and increase your income with these one-of-a-kind training opportunities.

### **Total Success Benefit #3**

**Access to the “Members-Only” Area of the 2XSS Website.**  
((\$600/year Value)

You will find useful tips on marketing and running your seminars, new ideas for sales programs and much more! Most importantly, as an active Total Success Member you can post your questions on the “Members Only” forum and receive a personal answer from Brian Kurtz. Additionally, others doing the seminar across the nation will be able to respond and help you with your questions and you’ll be able to help them! All questions and answers remain posted on this section of the website, for review and reference by all active Total Success Members. As our experiences grow together, the Q&A section of the website will expand with us!

### **Total Success Benefit #4**

**A Bonus Video and CD of Brian Kurtz Conducting the  
“Follow-Up Appointment” with a Seminar Attendee!**  
((\$500 Value)

The most frequent question I get is, “how do you get people to discuss their whole financial picture with you, and not just their savings bonds?” This video and CD will show you how!

After you conduct your first savings bond seminar, you’ll be able to sit back, relax and wait for your appointments to begin. During this time, you can review our Bonus Video of the first appointment, which shows Brian Kurtz delivering a personalized bond statement to some actual seminar attendees. You’ll learn how to open the interview, how to obtain permission to inventory the prospects’ assets and four different keys to scheduling that all-important next appointment! This professionally-produced video was created specifically to JUMP START YOUR SALES. It explains the report from American Bond Solutions and how it can help your clients, and teaches you how to move from the bond report to the clients’ financial planning needs easily and smoothly. An incredible value in itself, this video is yours FREE with the Total Success Package!

### **Total Success Benefit #5**

**Your First 25 Seminar Handouts are Free...  
and You’ll Get a 50% Discount on Larger Quantities!**  
(Average \$345/year Value)

These carefully-crafted handouts, entitled “Getting the Most Out of Your Savings Bonds,” are given to each buying unit (single or couple) that attends the seminar. They are specifically designed to guide your prospects through the seminar and then get them to respond! Individual price for these full-color, glossy, eight-page handouts (with folder pockets for your inserts) is \$3.50. As a TSP participant, your cost is only \$1.75 each...and the first 25 are FREE! A sample handout is included in your Membership Kit.

**Total Success Benefit #6**  
**Personal Service from the 2XSS Staff!**  
(*\$2,400 – But Potentially Priceless!*)

Our knowledgeable and battle-tested staff at the 2XSS home office will remain available to you by phone and email to personally assist you. They can help with your presentations, answer questions, offer suggestions, insure your supplies arrive on time and basically help you in any way necessary to create your success with this system!

**Total Success Benefit #7**  
**Periodic Updates to the PowerPoint Presentation,**  
**Prepared by Brian Kurtz, to Keep Your Program Up-To-Date!**  
(*\$400 Value*)

As the Department of the Treasury makes changes to the U.S. Savings Bond Program, you will need to update your materials to remain current. To our active Total Success Members, we will provide the information you need to incorporate into your seminar to maintain your status as the “savings bond expert” in your area!

**Whew! That’s over \$8,000 in various Membership Benefits. Not to mention how much you will benefit from our seminar experiences!**

Yes, but again, we want to help lots of people succeed with this program. Therefore, we have made participation extremely affordable for all agents.

The monthly investment for a Total Success Package with 2X Selling Systems is only ***\$95.00***. You could easily save MUCH MORE than that, from the FREE bond statements and supplies alone! This specially created package will provide the perfect complement to your entire financial business, not just the portion that deals with savings bonds and seminars.

**That’s an Excellent Value. But You Said I Could Get it All “Virtually Free”! What Does That Mean?**

***READ ON, TO SEE HOW YOU CAN GET YOUR SYSTEM  
PAID FOR BY SOMEONE ELSE.....***

**The AIP Marketing Alliance in Troy, Michigan,  
believes in this system. In fact, they love this system so much  
that they have decided to help you pay for it!**

AIP Marketing Alliance is a nationally recognized and highly respected marketing organization that provides product support, contracting, proposals, back office services and MORE to its 15,000 + agents nationwide. When you contract to write business through AIP, they will help you buy this system! Of course, you will receive TOP COMMISSIONS on each piece of business, so you don't give up a thing.

Combining the efforts of 2X Selling Systems and AIP Marketing Alliance will result in more sales and ultimately put SERIOUS \$\$\$ in your pocket.

Since you are going to be writing tons of business with this system, you'll need a top-notch marketing organization, such as AIP Marketing Alliance, to ensure that your production flows smoothly, your contracting is in order, your cases get issued and your commissions get paid!

***You choose the companies you contract with. You choose the companies you write business with. Simply write \$150,000 in fixed or equity-indexed annuities\* (or \$15,000 in life/LTC target premium) in a three month period through AIP Marketing Alliance, and they'll reimburse your ENTIRE Total Success Package dues for that quarter!***

***\$150,000 = Three months FREE Total Success Membership! (\$285 for you)***

***\$300,000 = Six months FREE Total Success Membership! (\$570 for you)***

***And so on.....***

***BONUS: When you reach \$1,000,000 in production in a year, AIP Marketing Alliance will send you an EXTRA \$795 to reimburse the cost of your ENTIRE SYSTEM.***

**Full Reimbursement Details Included in this Package!**

\*Double production volume is required for MYGA products to meet qualifications.

**Do I HAVE to contract with the AIP Marketing Alliance to purchase the system and be a 2XSS Total Success Member?**

Absolutely not — 2X Selling Systems is not a National Marketing Organization and will not REQUIRE that you sign up or move your contract. However, I have used the AIP Marketing Alliance for all my business for the last seven years. I receive excellent service and TOP commissions and so will you! Why not let them pay for your membership and your system? It couldn't possibly be easier!

Let's talk **SALES** for a moment, shall we? And **COMMISSIONS!**

I have written an AVERAGE of \$750,000 in new business from each set of seminars I've conducted for the past four years. That's AVERAGE. The good news is that the more programs I do, the higher my closing percentages become.

*I've written over \$6,000,000 in new life insurance and annuity premium in the past twelve months alone and I can't wait for the next twelve months!*

What's your average commission percentage? If your average is seven percent, and you do HALF the business I'm doing, you'll earn an **extra \$210,000** next year. And you know what? I bet you may be able to do MORE than half of what I do, because YOU don't have to take time off to write the training manual, run conference calls and write a book on bonds like I did! Six seminar sets per year, at an AVERAGE of \$750,000 per set, is an **extra \$4,500,000 in premium**.

We've done all the hard work for you. The rest is going to be a FOOTRACE, to see who is going to get this badly needed information to the holders of U.S. Savings Bonds.

***You always knew you could write more business if you could just get your "foot in the door."  
This program will provide just that – a unique proposition that will attract affluent, conservative investors to your programs and GUARANTEE appointments!***

And NOW, you've got a decision to make.

**Choice #1: Wait and See.** Naturally, those who are first in their communities will be better able to take advantage of this program. Brian Kurtz is currently in the process of promoting his book nationally on radio and in print. The purpose of the book is to make the public realize that nobody is telling them anything about their savings bonds and that many mistakes are being made. As part of the promotional campaign, we'll be telling people in different locales to watch for seminars entitled "Getting the Most Out of Your Savings Bonds" and building anticipation and attendance. Only those who hop on the train first will be able to reap the benefits of this FREE promotional opportunity.

The public WILL learn more about its savings bonds next year. Will they learn from someone else?

**Choice #2: GET INVOLVED NOW!** By calling 2XSS at **1-866-711-2977** today and ordering your full seminar kit for the “Getting the Most Out of Your Savings Bonds” program, you’ll be making an investment in your business with the confidence that YOU can become the bond expert in your town! You’ll invest a one-time fee of **\$795.00** and be on your way to a HUGE increase in your business! For the Total Success Membership, you’ll invest \$95 per month (fully reimbursable with minimal production through The AIP Marketing Alliance!)

**HOW TO BECOME A 2X SELLING SYSTEMS MEMBER  
TODAY AND START “SETTING YOURSELF APART”  
FROM ALL THE OTHER FINANCIAL ADVISORS  
IN YOUR AREA:**

*It’s really, really easy. There are three ways to join:*

1. Simply fill out the enclosed Membership Enrollment Form NOW while you’re thinking about it and fax it to 2XSS Headquarters at (248) 828-3456. We’ll process your enrollment immediately!
2. Or, for FASTER SERVICE, pick up the phone and call us right now toll-free at **1-866-711-2977**. Office hours are Monday through Friday, 9:00 a.m. to 5:30 p.m., Eastern Time. Ask for the New Enrollment Department!
3. Of course, you traditionalists can always MAIL your enrollment form to 2X Selling Systems, LLC, 2041 E. Square Lake Rd., Troy, MI 48085-3897. We’ll give it prompt, immediate attention!

**Want to have your Membership and your System paid for by AIP?  
Take advantage of the AIP Reimbursement Offer and  
Let Them Help You Get Started! See the Enclosed Flyer for Details.**

Whichever method you choose, I urge you to **DECIDE RIGHT NOW** to make that big improvement in your business. I sincerely want for you to experience the feeling of being the “expert” that provides FRESH VALUE. Prepare to be popular in the next few years, because once word gets around about your special skills, your phone may never stop ringing!

As I said, the next twelve months are going to be a FOOTRACE to see who will bring this valuable information to the public first. Don’t delay another minute!

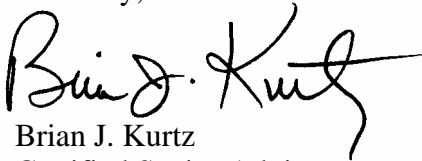
This seminar selling system has made an unbelievable impact on my business and my life. Simply put the owners of U.S. Savings Bonds need information. Providing it to them can open doors for you to write MILLIONS in new business and add significant \$\$\$ to your income annually! Hesitation is your enemy.

Why not “Set Yourself Apart” and join us at  
2X Selling Systems today?

Call 1-866-711-2977 between the hours of 9:00 a.m. and 5:30 p.m.

I look forward to meeting you and helping you grow, when you become a member of 2X Selling Systems.

Sincerely,



Brian J. Kurtz  
Certified Senior Advisor  
2X Selling Systems, LLC

**P.S. Want to be ABSOLUTELY convinced there is a huge need for this service? Just ask the next five clients you meet if they have any savings bonds. Then ask them if they have any idea what they are worth, or what interest rates they are earning. Go ahead...I dare you!**

**P.P.S. You can go ahead and open the enclosed envelope now. It includes all the paperwork you need to get started!**

**2XSS, LLC**

2041 E. Square Lake Rd.  
Suite 100  
Troy, Michigan 48085-3897

866.711.2XSS (2977)

[www.2xss.net](http://www.2xss.net)

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