

AMERILIFE[®]

NATIONAL KICKOFF

CONFERENCE 2023





Agent & Advisor, Your Digital Lab

Ovi Vitas, AmeriLife Chief Marketing Officer

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agent & advisor

Presented by Ford Stokes, Jo Barker, & Jeff Maldonado

Agent and Advisor

Problem: AmeriLife IMO's need to generate more inbound Agent and Advisor leads to Recruit:

Solution: AgentandAdvisor.com

- Content Driven Strategy to Generate Inbound Agent and/or Advisor Prospect Responses for AmeriLife Contributing IMO's
- How to Become a Contributor: <https://agentandadvisor.com/become-a-contributor/>
- Who Do you Work With To Write Your Article? **Addison McNatt**
- Who Do I Work with to Record an Embed Video re: Why I wrote the Article and how my article can benefit the reader? **CJ Hedger**

A&A is Driving Positive Results

- 837 Subscribers since 10/1/22
- 50+ Leads have been distributed to every contributing IMO
- 80+ Articles Published or in the editing process
- 50+ Videos Published
- Robust NEWS Section with News RSS Feeds from New organizations re: Retirement, Health, Medicare, Financial and Insurance.
- Bi-Weekly emails go out to 525,000 Agents and Advisors
- Exclusive and Dedicated Email Blasts and Webinars for our IMOs

Welcome to



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