



wNezLeadSM

*Personalized tools to help generate sales—
online and easy as 1-2-3.*

CRITICAL ILLNESS EDITION

Turn prospects into critical illness clients with wNezLeadSM!

Simplify your sales efforts for our critical illness products. With wNezLead, you can become the name that clients trust for information and protection.

wNezLead makes the process easier, from personalizing materials to mailing them. You order it, we create it. And then we mail it to the prospects you want to reach.

Here's how it works:

1

LOG IN TO WNBIZLINK.COM

Click the wNezLead ad on the home page. You'll go right to our wNezLead website. On this home page, you'll be able to access the User Guide and FAQs and then log in to the site to register.

2

COMPLETE YOUR REGISTRATION

Enter the basic contact information requested. Your e-mail will become your user ID. Then you'll create a password...and you can start ordering right away!

3

PERSONALIZE

Start personalizing your materials. And buy a list from USADATA—or upload a prospect list!

Then just check out and pay with a credit card. It's that easy!

the right partner > the right tools > right now

1



CRITICAL ILLNESS SALES TOOLS

wnezLead materials help identify the need to your prospect and introduces *you* as the person to contact.

1 Sales generation postcards

We have two postcards that you can personalize and mail to critical illness prospects—one focused on cancer, one focused on heart disease. The postcards encourage your prospects to learn more by ordering an informational booklet—either *Cancer 101* or *The Heart of the Matter*.

Simply personalize the postcard with your contact information. It's then mailed automatically, using your client database (or purchased mailing list). And it identifies **YOU** as the contact for information. When a prospect responds, set up an appointment to deliver the booklet and discuss supplemental critical illness insurance.

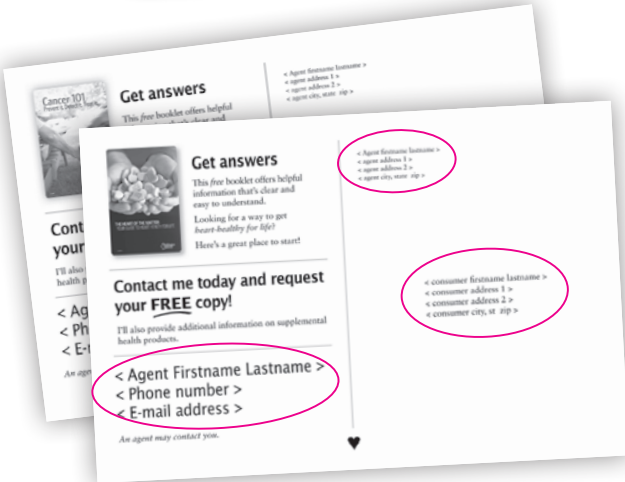
2 Cancer 101 or The Heart of the Matter

Each booklet provides straightforward facts about the respective diseases, including how they happen and how to prevent them. They're a great way to get responses and build trust.

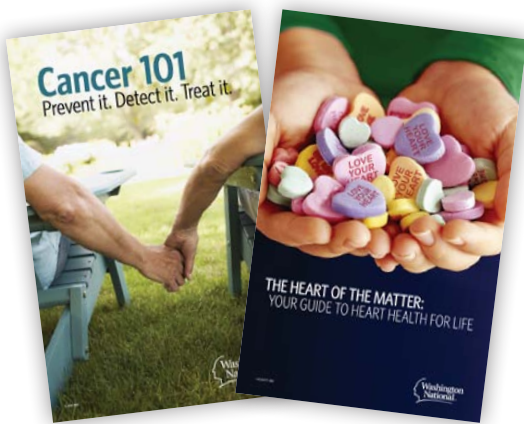
Once you order your mailing, we'll ship the appropriate booklets directly to you—then deliver them promptly to your respondents.

3 Personalized oversized business card (optional)

Include this card with your *Cancer 101* or *The Heart of the Matter* booklets, encouraging prospects to contact **YOU**.



2



TIPS & INSIGHTS

DOUBLE-CHECK YOUR CONTACT INFORMATION before approving your customized materials.

PUT YOURSELF ON THE MAILING LIST so you know when prospects start getting your postcard.

REVIEW OUR USER GUIDE for additional tips to help grow your sales.

3



For questions, call sales development, (888) 266-6002.

For agent information only. This material should not be distributed to the public or used in any solicitation.

PRICING SUMMARY

First-class mail available for all order sizes. First Class mail delivers within 2 to 5 business days.
Standard mail available only for orders over 200. Standard mail delivers within 7 to 14 business days.

Standard charges	FIRST CLASS	STANDARD
Sales generation postcard (per postcard mailed)	\$0.62	\$0.45
Cancer 101 or The Heart of the Matter (fulfillment piece)	FREE	FREE
Order processing charge (per order)	\$10.00	\$10.00

Optional charges		
USADATA mailing list (per prospect)		\$0.04
Personalized oversized business card		\$0.29

PRICING ILLUSTRATIONS

AGENT UPLOADS MAILING LIST OF 500 PROSPECTS	FIRST CLASS	STANDARD
wNexLead mailing to 500 prospects	\$310.00	\$225.00
Order charge	\$10.00	\$10.00
TOTAL	\$320.00	\$235.00
COST PER PROSPECT	\$0.64	\$0.47

Opts to add the personalized business card	\$7.25	\$7.25
TOTAL	\$327.25	\$242.25
COST PER PROSPECT	\$0.66	\$0.49

AGENT PURCHASES USADATA LIST OF 500 PROSPECTS	FIRST CLASS	STANDARD
wNexLead mailing to 500 prospects	\$310.00	\$225.00
Order charge	\$10.00	\$10.00
Mailing list cost (\$.04 per prospect)	\$20.00	\$20.00
TOTAL	\$340.00	\$255.00
COST PER PROSPECT	\$0.68	\$0.51

Opts to add the personalized business card	\$7.25	\$7.25
TOTAL	\$347.25	\$262.25
COST PER PROSPECT	\$0.70	\$0.53

*Quantity limited to 5% of mailing list and mailed directly to agent (for postcard examples: 500 prospects @ 5% = 25; 25 X \$0.29 = \$7.25).