



wnezLeadSM

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

ACCIDENT EDITION

Turn prospects into clients with wnezLead!

Simplify your sales efforts for our accident product. With wnezLeadSM, 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.

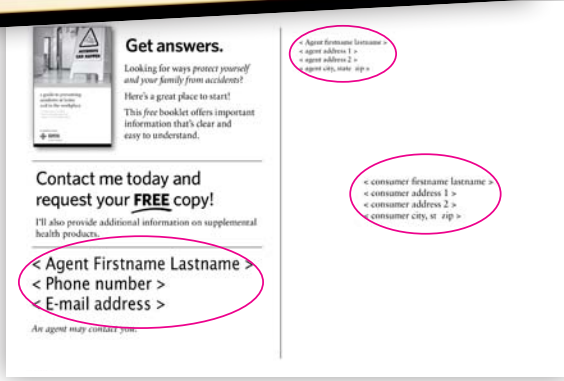
Here's how it works:

- 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!
(After your first visit, an overnight interval is needed to save your ID and password in the system. Then come back as often as you want!)
- 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



ACCIDENT 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 designed a new postcard that you can personalize and mail to your prospects—with a focus on supplemental accident insurance. The postcards encourage your prospects to learn more by ordering an informational booklet—*Accidents Can Happen*.

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 accident insurance.

2 Our newest booklet—*Accident Can Happen*

Each booklet provides straightforward facts about accidents, 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 booklets directly to you—then you can deliver them promptly to your respondents.

3 Personalized oversized business card (optional)

Include this card with your *Accidents Can Happen* 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
wn ezLead 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
wn ezLead 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).