



# Safe Money Marketing Seminar Events



*Let us handle the details!*

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

# Revolutionize Your Financial Services Marketing: Discover How Safe Money Marketing Dominates Seminar Campaigns Nationwide

Here at Safe Money Marketing, we have established ourselves as the leaders in high-converting seminar campaigns for the financial services space.

We promote Safe Money Events across the country each month, filling them with highly targeted audiences. Here's what makes us different and how you can apply our system to your business with the options that work best for you.

## Included Tools for Success:

**Registration page**

**Email and text reminders**

**Facebook-generated leads**

**Confirmation emails**

**Scripted PowerPoint  
presentation included**

**Google Ad  
Network-generated leads**

**Seminar Best  
Practice Guide**

**Safe Money Ad  
Network-generated leads**



SAFE MONEY  
MARKETING

## Dinner & Educational Event Pricing:



**30 BUYING UNITS  
REGISTERED  
GUARANTEED\***

**Price:**

**\$3,000  
PER CAMPAIGN**



**35 BUYING UNITS  
REGISTERED  
GUARANTEED\***

**Price:**

**\$4,000  
PER CAMPAIGN**

This option includes confirmation calls.

*\*Guarantees are subject to Safe Money Events guidelines.*



## Select from four always-relevant topics:\*

**Taxes in Retirement:** Provide attendees with critical information on taxation in retirement, including the three basic tax treatments, how to estimate and reduce their tax exposure, and how Social Security fits into their overall taxation picture.

**Social Security Maximization:** Help attendees understand the decisions that can affect their lifetime Social Security benefit amount, including how to time claiming, new Social Security laws, and considerations for beneficiaries and their spouses who still work.

**Retirement Income Planning:** Attendees will learn about income planning leading up to and through retirement, including the three basic retirement account types, tax reduction strategies, Required Minimum Distributions, Roth conversions, and other keys to securing their financial future.

**LegacyLock Estate Planning:** Show attendees the ease of creating a comprehensive financial plan using LegacyLock estate planning software - and the peace of mind that comes from having their affairs in order ahead of time.

*\*Customizable PowerPoint presentations are available for each topic on request.*

## Let us take care of the rest!

We create your custom event landing page and registration form and use our advertising networks to bring you 20-30 of the most qualified leads – guaranteed. You get to focus on your presentation and making powerful connections with potential clients that can help you close more sales.

## Looking for an Alternative to Dinner or Educational Seminars?

A movie theater event might be just what you need! These one-of-a-kind screenings differentiate you from your competitors, provide a totally new environment for your marketing events, AND offer a consistently high response rate.

**Cost: \$3,500 plus movie licensing fee.**

### 100 BUYING UNITS GUARANTEED\*

*\*Guarantees are subject to Safe Money Events guidelines.*



#### OPTION 1: The Baby Boomer Dilemma

A documentary-style MPA-rated movie that talks about the challenges today's retirees face and a few ways to prepare for a new era of retirement. Featured in the movie are industry experts, renowned economic professors, and Nobel Prize winners. Attendees learn how annuities can help protect against market volatility and the risks of outliving their savings.



#### OPTION 2: The Power of Zero

The U.S. National Debt is setting the stage for massive tax increases within the next 10 years and will impact an entire generation of retiring Baby Boomers. In The Power of Zero, an all-star cast of US academic economists, fiscally concerned politicians, and the nation's top financial advisors show the proactive measures attendees can take to protect their retirement from crushing higher taxes.



## How Do Safe Money Movie Events Work?

First, Safe Money Marketing will create a digital marketing campaign to invite nearby prospects to attend a private screening of the movie. After completing the online registration process, we'll send them emails, texts, and a postcard to confirm registration.

On the day of the event, greet your prospects at the entrance, provide them with event materials, and help them locate the theater and amenities.

Once in the theater, introduce the movie, explain your firm's sponsorship of the movie, and request that everyone stays for a few moments after the movie is over.

At the conclusion, invite the audience to schedule an appointment with you and dismiss them.

## Book Your Event Now

Choose a time and date to host your movie event, connect with the theater, and let us make filling up your event easy!

Trust us to facilitate your educational seminars with seamless lead gathering, a no-fuss registration, confirmation and reminder process for attendees, and next level support along your entire journey from the early event planning stages to hosting and follow-up – all for one competitive flat fee (no extra charges or surprises!).



# Video Sales Letters (VSLs)

Leverage the power of video marketing to pitch a sales-focused offer to your prospective client.

## How it Works:

1. Your VSL is placed on a Squeeze Page - a type of landing page - with one purpose: Convert traffic.
2. SME uses several different sources to generate traffic to your VSL.
3. The squeeze page encourages prospective clients to take the next step with a Call to Action (CTA). It is straightforward and outlines exactly what a prospect can expect when they take the next step.

The desired Call to Action with our VSLs is to sign up for a complimentary appointment.

## Pricing:

\$1,000 one-time set up fee, then a \$2,500 monthly investment. Minimum 3-month commitment and then month to month thereafter.  
Guarantee of a minimum 10 leads/month

## AnnuityRank\*

- » \$3,500 for the first month. \$2,500 for each month after.

## Taxes and Retirement

- » \$3,500 for the first month. \$2,500 for each month after.

## Legacy Maximization

- » \$3,500 for the first month. \$2,500 for each month after.

## Federal Market

- » \$2,000
- » 32 federal prospects
- » Includes a guarantee that a minimum of 12 will convert to appointments.



Interested? Call 800.255.5055 or Visit  
[www.SafeMoneyEvents.com/Event-Generation](http://www.SafeMoneyEvents.com/Event-Generation)  
for More Information