

# Long-Term Care Announcing Revisions to the Prospecting Letters...Now Customizable!



7/7/2010

FORMS & MATERIALS

In efforts to continue your success with Mutual of Omaha, we have taken our marketing to the next level. We are pleased to release our revised Long-Term Care prospecting letters, now with customization capability.

The customizable prospecting letters will allow you to customize each letter with your:

- Agency Name
- Name (including any designations)
- Contact Information (including email and/or approved URL addresses)

## HOW IT WORKS

Upon viewing one of our customizable prospecting letters, you will find several bracketed sections within the letter. Each of these bracketed sections is customizable with your information. The brackets tell you exactly what information to put where.

A guidelines page is also attached to each letter outlining exactly how to customize your prospecting letter for the best results. Follow the guidelines page to customize your letter, delete the guidelines page, and away you go!

**Note: Check out the attached document to view an example of the *Guidelines* page.**

## MARKETING MATERIAL

Customizable letters are available for *Supplemental Health, Life, Annuities*, and **NOW Long-Term Care** prospecting letters. These letters are available for your use **TODAY!** Please visit Sales Professional Access (SPA) at [www.mutualofomaha.com/broker](http://www.mutualofomaha.com/broker) to begin using these great sales tools!

Lists of the prospecting letters and new form numbers are listed below on page 2.

If you have any questions about customizing your prospecting letters, please call Sales Support at (800) 693-6083.

(see page 2)

## LIFE AND ANNUITIES

Description	Old Form Number	NEW Form Number
Term – “Is your life insurance coverage right for you?”	AFN33937_0707	AFN42481
Term Lead Letter	LL1640_0508	AFN42482
Legacy SPL – “Heirs” Prospecting Letter	LL4379_0208	AFN42483
Legacy SPL – “Charity” Prospecting Letter	LL4380_0208	AFN42484
GUL Complete & Express Prospecting Letter	LL4593	AFN42485*
NY GUL Complete & Express Prospecting Letter	YL1675	AFN42486
Whole Life Express Prospecting Letter	LL4685	AFN42458
LCA Prospecting Letter	LL4800	LL5120
LCA Prospecting Letter	LL4874_NC	LL5121

\*Not available in NV. Continue using old version until otherwise notified.

## SUPPLEMENTAL HEALTH

Description	Old Form Number	NEW Form Number
Critical Illness Letter	MC30757_1206	AFN42459
Critical Illness “Who do you know” Letter	MC30950_0209	AFN42460
NY – Critical Illness “Who do you know” Letter	MC31099_NY_0505	AFN42461
NY – Critical Illness Prospecting Letter	ML10729_NY_1203	AFN42464
NY – Critical Illness Prospecting Letter	ML10731_NY_1203	AFN42465
Critical Illness Prospecting Letter	MRC30749_1008	AFN42470
Assn Mktg-Agt Announcement – Letter – Is Your Income Protected	AFN31069_0109	AFN42451
“Solutions Designed” Letter	AFN40602_1107	AFN42452
“Goose or golden egg” Letter	AFN40604_0809	AFN42453
“When Disability Happens” Letter	AFN40605_0908	AFN42454
“When Disability Happens to Other People” Letter	AFN40858	AFN42455
“Golden Goose” Letter	AFN40859	AFN42456
“Congratulations on the purchase of your new home” Letter	MLRC30643_1107	AFN42466
“Life without a paycheck” Letter	MLRC33641_0408	AFN42467
“New home” Letter	MLRC33726	AFN42468
“Imagine life without a paycheck” Letter	MLRC33727_0209	AFN42469
NY - “We’re pleased to announce....” Letter	YRC0684_0408	AFN42471

## LONG-TERM CARE

Description	Old Form Number	NEW Form Number	States
Mutual Care Plus Prospecting Letter #1	ML11766	ML11867	N/A in CA, FL, MA, MD, NH, NY, PA, TX, VT
Mutual Care Plus Prospecting Letter #2	ML11827	ML11868	N/A in CA, FL, MA, MD, NH, NM, NY, PA, TX, VT, WI
Mutual Care Plus Prospecting Letter #1	ML11811_FL	ML11871_FL	FL
Mutual Care Plus Prospecting Letter #1	ML11781_NH	ML11872_NH	NH
Mutual Care Plus Prospecting Letter #1	ML11889_NY	ML11892_NY	NY
Mutual Care Plus Prospecting Letter #2	ML11890_NY	ML11893_NY	NY
Mutual Care Plus Prospecting Letter #2	ML11837_FL	ML11873_FL	FL
Mutual Care Plus Prospecting Letter for Med Supp policyholders	ML11839	ML11869	N/A in CA, FL, MA, MD, ND, NH, NY, PA, TX, VT
Mutual Care at Work Prospecting Letter	ML11778	ML11874	N/A in CA, FL, HI, MA, MD, NH, NY, PA, TX, VT
Mutual Care at Work Prospecting Letter	ML11831_AZ	ML11875_AZ	AZ
Mutual Care at Work Prospecting Letter	ML11833_FL	ML11876_FL	FL
Mutual Care at Work Prospecting Letter	ML11819_NH	ML11877_NH	NH

**LONG-TERM CARE - CONTINUED**

Mutual Care at Work Prospecting Letter	ML11891_NY	ML11894_NY	NY
United LTC Assured Solutions Gold and Cash-First Prospecting Letter #1	GL580	GL580_0110	N/A in CA, FL, MA, MD, NH, NY, PA, TX, VT
United LTC Assured Solutions Gold and Cash-First Prospecting Letter #2	GL588	GL588_0110	N/A in CA, FL, MA, MD, NH, NY, PA, TX, VT
United LTC Assured Solutions Gold and Cash-First Prospecting Letter #1	GL694_FL	GL694_FL_0110	FL
United LTC Assured Solutions Gold and Cash-First Prospecting Letter #1	GL597_NH	GL597_NH_0110	NH
United LTC Assured Solutions Gold and Cash-First Prospecting Letter #2	GL695_FL	GL695_FL_0110	FL
United LTC Assured Solutions Gold and Cash-First Prospecting Letter #2	GL619_NH	GL619_NH_0110	NH
United Workplace Solutions Prospecting Letter #1	GL609	GL609_0110	N/A in CA, FL, HI, MA, MD, NH, NY, PA, TX, VT
United Workplace Solutions Prospecting Letter #2	GL610	GL610_0110	N/A in CA, FL, HI, MA, MD, NH, NY, PA, TX, VT
United Workplace Solutions Prospecting Letter #3	GL611	GL611_0110	N/A in CA, FL, HI, MA, MD, NH, NY, PA, TX, VT
United Workplace Solutions Prospecting Letter #1	GL722_FL	GL722_FL_0110	FL
United Workplace Solutions Prospecting Letter #1	GL683_NH	GL683_NH_0110	NH
United Workplace Solutions Prospecting Letter #2	GL723_FL	GL723_FL_0110	FL
United Workplace Solutions Prospecting Letter #2	GL684_NH	GL684_NH_0110	NH
United Workplace Solutions Prospecting Letter #3	GL724_FL	GL724_FL_0110	FL
United Workplace Solutions Prospecting Letter #3	GL685_NH	GC685_NH_0110	NH

# PROSPECTING LETTER GUIDELINES

In efforts to continue your success with Mutual of Omaha Insurance Company and comply with state regulations, the information below will show you how to customize this prospecting letter to better suit your needs.

## REQUIREMENTS FOR CUSTOMIZING THIS PROSPECTING LETTER

### HEADING

**[Licensed Company Name]** – Fill in your agency’s names. Agency’s name must be licensed or DBA registered (if applicable in your state). The [Licensed Company Name] field is REQUIRED. This prospecting letter cannot be used without it.

**[Agent Name]** – Fill in your first and last name. Middle initial, nickname/familiar name, and/or suffix may be included.

**[Agent Phone Number]** – Fill in your phone or fax number. May be an office, toll-free, mobile or local number.

**[Agent E-mail]** – Fill in your e-mail address. Website URL’s may not be utilized here.

### SALUTATION

**[Business Owner/Employer or Name]** – Fill in whom the letter is addressed to.

### BODY (POSSIBLE OPTIONS)

**[Address]** – Fill in your street address or P.O. Box.

**[City, State]** – Fill in your city only, or city and state.

**[Phone Number]** – Fill in your phone number. May include one or all of the following numbers: office, toll-free, mobile or local.

**[Fax Number]** – Fill in your fax number.

**[E-mail Address]** – Fill in your e-mail address. Website URL’s may not be utilized here.

**[Website URL]** – Fill in only your approved website URL. Only website URLs approved by Mutual of Omaha can be used for this prospecting letter.

### SIGNATURE

**[Agent Name]** – Fill in your first and last. Middle initial, nickname/familiar name, and/or suffix may be included.

## HOW TO DELETE THIS PAGE

Before using this prospecting letter, please be sure to delete this page. To do this:

1. Select “Documents” in the menu bar
2. Under “Documents”, select “Pages” and then “Delete”
3. In the box that pops-up, select “From 1 to 1” and hit the “OK” button

We hope the customization of this prospecting letter continues to enhance your ability to prospect for new clients and your continued success with Mutual of Omaha.

For questions regarding this prospecting letter, contact Sales Support at (800) 693-6083.