

# AUTOMATED PROSPECTING PROGRAM

**It's no surprise...**

**73% of Americans rank their finances as the #1 STRESS IN LIFE**

**45% AMERICANS** don't know how much tax is withheld from their pay.

**Let's curb your financial anxiety TOGETHER.**

**73% of Americans rank their finances as the #1 STRESS IN LIFE**

**45% AMERICANS** don't know how much tax is withheld from their pay.

**DEAR ANTHONY,** Let's curb your financial anxiety TOGETHER. Wouldn't you feel better knowing that your financial life was organized and on track toward the goals YOU set—with ongoing guidance from a financial professional you trust? That's what I do. Schedule a call so I can learn how to help reduce your financial stress.

**KAREN PETRUCCO**  
Account Manager, LTM Client Marketing  
Brynolite, offered through ABC Financial Solutions, LLC, PFC, PFC

**LTM Client Marketing**  
45 Prospect Ave  
Albany, NY 12206

**73% of Americans rank their finances as the #1 STRESS IN LIFE**

**LTM Client Marketing**

**45% AMERICANS** don't know how much tax is withheld from their pay.

**Dear Anthony,** Could your paycheck be bigger? Probably! According to the IRS, the average 2019 tax refund, received by 75% of Americans, was \$2,528. That's an extra \$250 per month!

**ANTHONY PERREA**  
Account Manager  
Albany, New York 12206

**1-800-243-5334**

**SPECIAL OFFER FOR YOU**

**ESCAPE THE CREDIT TRAP**

**HOW TO BUDGET - for - Vacations**

**"OVER TIME, VACATIONS AREN'T JUST A LUXURY, THEY'RE IMPORTANT FOR YOUR HEALTH!"**  
-Susan Kraus Wilburhorne, Ph.D., Psychology Today

**YOU NEED A BREAK**  
Do like your parents who worked and saved, you work so you can have a good life. Toxicity, concerns about making ends meet may prevent you from taking that much-needed vacation. These tips may persuade you otherwise.

**MAKE IT FUN!**  
Start planning by looking at your monthly spending. Can you cut back on coffees, lunches or eat out TV subscriptions? Saving just \$10 a month adds up to over \$2400 a year, which is the average families spend on vacations. Then set a vacation budget, research deals, select a destination and line items. Expense expenses in bits so you can make sure you aren't over-spending. It's hard to hold budget for all your goals including vacations.

**BUDGET CONSIDERATIONS**

- Lodging, food and drinks
- Transportation and parking
- Activities and souvenirs
- Getting special gear
- Pet or house sitting

**BUDGET SAVING IDEAS**

- Drinking only by water
- Lodging with a kitchen
- Stay with family or a B&B
- Book reservations in advance

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**45% of households have REVOLVING CREDIT CARD DEBT**

**Dear Anthony,** Check your credit score! You can't find a budget, cutting unnecessary expenses and set your credit. One of the easiest ways to fix your credit, while saving thousands of dollars on the way. This takes the usual advice, but adds an all of your credit. Your credit and debt is being made. It is all common, however, it is not always clear how to fix it. Each month this requires commitment, but you can do it.

**COMPLIMENTARY FINANCIAL REVIEW**

**CALL TODAY TO SCHEDULE**

**LTM Client Marketing**  
45 Prospect Ave  
Albany, NY 12206

**ARE YOU ON TRACK?**

**72% of households DO NOT have a written FINANCIAL PLAN**

**ON PACE.**

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45 Prospect Ave  
Albany, New York 12206

**ANTHONY PERREA**  
45 PROSPECT AVE  
ALBANY, NEW YORK 12206

**CALL ME TODAY TO SCHEDULE A REVIEW**  
1-800-243-5334

**ANTHONY PERREA**  
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ALBANY, NEW YORK 12206

**CALL START 1-800**

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# ABOUT THE PROGRAM

Our Automated Prospecting Program is a turnkey solution that helps you target the individuals and families that best fit your business model. Our data paired with consistent automated touch points will help you generate more qualified sales-ready leads for you each month!

## PROGRAM INCLUDES:

- ❖ 12 Direct Mail Targeted Touch Points, 1 per month
- ❖ Use Our Targeted Data or Provide Your Own
- ❖ FINRA Reviewed Content
- ❖ Fully Automated, Turnkey Solution
- ❖ Plan Annually, Pay Monthly

## 12 AUTOMATED TOUCHPOINTS

The image displays 12 automated touchpoints arranged in a 3x4 grid. Each touchpoint is shown in a colored box with a preview of the mailer or postcard and its dimensions. The months are: January (5" x 7" Postcard), February (8.5"x14" Legal Mailer), March (8.5" x 11" Bifold Mailer), April (6" x 9" Postcard), August (8.5" x 11" Bifold Mailer), July (6" x 9" Postcard), June (5" x 7" Die-cut Self-Mailer), May (6"x9" Invite Self-Mailer), September (8.5"x14" Legal Mailer), October (6" x 9" Postcard), November (5" x 7" Die-cut Self-Mailer), and December (6"x9" Invite Self-Mailer).

Month	Touchpoint Type	Dimensions
JANUARY	Postcard	5" x 7"
FEBRUARY	Legal Mailer	8.5"x14"
MARCH	Bifold Mailer	8.5" x 11"
APRIL	Postcard	6" x 9"
MAY	Invite Self-Mailer	6"x9"
JUNE	Die-cut Self-Mailer	5" x 7"
JULY	Postcard	6" x 9"
AUGUST	Bifold Mailer	8.5" x 11"
SEPTEMBER	Legal Mailer	8.5"x14"
OCTOBER	Postcard	6" x 9"
NOVEMBER	Die-cut Self-Mailer	5" x 7"
DECEMBER	Invite Self-Mailer	6"x9"



# SCAN TO GET STARTED!

[ltmclientmarketing.com/APP](http://ltmclientmarketing.com/APP)

## OUR EASY ENROLLMENT PROCESS

**ALL-INCLUSIVE  
PLAN  
STARTING AT  
\$0.75  
PER PROSPECT**

- 1** Go to enrollment form online
- 2** Provide contact information for personalized imprint
- 3** Build ideal prospect profile by selecting attributes
- 4** Attached your photo, logo, and business card
- 5** Click submit



Attributes 1-8 are included with Standard plan, 9-15 are additional with Plus and Premium plans. Custom attributes available upon request.



### UNLOCK HIGHER RESPONSE RATES

Improved data on consumer behavior has increased prospecting list response rates from 2.9% to 4.9% since 2017, according to Data Marketing Association.



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# ABOUT US

At LTM Client Marketing we create and deliver customized communications to our client's customers and prospects in the insurance, financial services and tax industries.

Our goal is to help our clients develop loyal relationships and educate their clients through communications programs that help brand them as the trusted advisor. Our marketing solutions and programs do that through strategic and on-going touch points with their customers and prospects.

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Call today to schedule a call  
with your marketing specialist.



we're here to help.

1-800-243-5334

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see the products online.

[WWW.LTMCLIENTMARKETING.COM](http://WWW.LTMCLIENTMARKETING.COM)