

[Name]  
[Address]  
[Address]  
[Address]

[Date]

## Here's \$150 for 30 minutes of your time

Dear [Name]

There's nothing worse than some glad-handed salesman demanding access to your valuable time – without even the hint of a benefit at the end of it! Insurance representatives, like myself, are often the worst culprits.

It annoys me as much as anyone, and I'm not so naive as to think you would give your valuable time away to anybody who just happens to land a letter on your desk.

Hence the cheque at the top of the page. (And yes, it is real!)

I'm happy to invest in half an hour of your time to show you what we offer in the way of insurance and estate planning – with a view to building retirement wealth. And I'd like to pay you \$150 for this privilege.

If you choose not to, that's fine.

So what's the purpose of this meeting?

Buying insurance is one of those things – perhaps a little like having non-elective surgery – which nobody really wants to have done, but since you have to, you'd prefer to have it done by somebody you know and trust.

That's what this meeting is about. It gives me a chance to show you what we can do, and it gives you the chance to see if you like it.

And, because your time is paid for in advance, it costs you nothing. (Except maybe the cost of offering me a cup of coffee!)

When we meet, I'd like to introduce you to the Brannelly Group and our specialist financial services for medical professionals.

Our philosophy is to take a holistic approach to a professional's financial position. Following this philosophy, insurance has a clearly defined role to play in achieving an individual's financial goals.

More is not necessarily better. Over coverage, under coverage and the wrong kind of coverage can all be equally damaging to your long-term financial goals.

Also, when we meet, I'd like to show you some of the many references we have received from other medical professionals that have been delighted with our work.

Blowing my own trumpet

A spritely ##-years old, I've spent 39 of those years in the insurance industry, founding what is now the Brannelly Group, a multi-disciplined financial services organisation, in 1960.

Some of my proudest moments include being elected Federal President of the Life Underwriter's Association of Australia between 1974 and 1976, and being the first life insurance consultant appointed to the first Federal Government Insurance Consultative Committee in 1976.

Although I do enjoy the recognition that comes with these positions, I have spent many more of my 39 years in the industry consulting face to face with clients, and there is a very good reason for this – I enjoy it. (And I'm very good at it!)

What's next?

The next step is for us to organise a mutually convenient time to get together. I'll contact you, or your secretary, over the next couple of days, and if you are interested in seeing what we have to offer, we'll organise a time to get together then.

If you would like to speak to me before this, or you have other questions, you can speak to me directly on (07) 3832 6020.

I look forward to talking with you.

**Kind Regards**

[Signature]

Paul Brannelly  
Chief Executive Officer