

# 2009 Editorial Calendar

Issue	Annuities	Life Insurance	LTCI	Sales	Marketing	Special Sections	Bonus Distribution
<b>2009 Advisors Guide</b>							
Close Date: 11/5 Materials Due: 11/12	Created to help advisors find the products and services they need to succeed, the Advisors Guide is a compilation of companies that serve the senior market in the following categories: marketing organizations, carriers, selling tools, health/medicare, life settlements and education. In addition, the Guide includes a comprehensive calendar of events for 2009. It is located online at <a href="http://www.SeniorMarketAdvisor.com">www.SeniorMarketAdvisor.com</a> .						All Trade Shows <i>Senior Market Advisor</i> Exhibits at in 2009
<b>January - Ad Effectiveness Study</b>							
Close Date: 11/19 Materials Due: 11/26	The state of fixed annuities	Finding new markets	Referrals	Powerful presentations	Lead generation	CEO Outlook	
<b>February</b>							
Close Date: 12/19 Materials Due: 12/29	Market conduct	Overcoming perception problems	Selling the need, not the policy	Utilizing leads	Building alliances	Essential Guide to IRA Rollovers	AALTCI
<b>March</b>							
Close Date: 1/21 Materials Due: 1/28	Annuity taxation primer	The Power List: Who's who in life insurance	LTCI basics	Seminars	Develop your brand	Marketing Organization Survey	
<b>April</b>							
Close Date: 2/18 Materials Due: 2/25	Trends issue: Trends in annuities	Trends in life insurance	Trends in LTCI	Trends in sales techniques	Trends in marketing	Essential Guide to Annuities	LIMRA/NAFA/ Benefits Selling Expo
<b>May</b>							
Close Date: 3/25 Materials Due: 4/1	New products	Life settlements	Selling LTCI to the family	Overcoming objections	Cutting-edge prospecting techniques	Essential Guide to Life Settlements	LISA
<b>June</b>							
Close Date: 4/22 Materials Due: 4/29	FIA's	Whole life	Building alliances	Using new media	100 Best Sales & Marketing Ideas	100 Best Sales & Marketing Ideas	MDRT
<b>July - Ad Effectiveness Study</b>							
Close Date: 5/20 Materials Due: 5/27	The Power List: Who's who in annuities	Education/Training	Spread the word about LTCI	Say it better	Marketing to boomers	Sales and Marketing Strategies, Senior Survey	
<b>August</b>							
Close Date: 6/24 Materials Due: 7/1	Cross-selling	Final expense strategies	LTC riders on life insurance policies	Generating referrals	Direct mail	Senior Market Advisor Expo Show Issue, Exhibitor Spotlight	Senior Market Advisor Expo
<b>September</b>							
Close Date: 7/22 Materials Due: 7/29	Annuity riders	Universal life	Overcoming objections	Advisor of the Year	How to generate testimonials	Essential Guide to Life Insurance	NAIFA
<b>October</b>							
Close Date: 8/26 Materials Due: 9/2	Future Issue: The future of annuities	The future of life insurance	The future of LTCI	The future of sales	The future of marketing	Readers' Choice, Ones to Watch	FPA/NAFA/SFSP
<b>November</b>							
Close Date: 9/23 Materials Due: 9/30	Deferred annuities	Selling life insurance to women	The Power List: Who's who in LTCI	Top 10 sales techniques	Community involvement	Essential Guide to Long Term Care Insurance	NAILBA/LISA
<b>December</b>							
Close Date: 10/21 Materials Due: 10/28	Variable annuities	Estate planning	Selling to younger prospects	Know your prospect	Mastering the local media	Wish List, Suitability	