



RELIANT
Life Shares

Reliant's "Turn-Key" Life Settlement Marketing System

Introduction

Reliant has developed a "turn-key" Life Settlement marketing system designed to introduce your client base, full of potential investors, to this alternative asset class. We realize that while Life Settlements represent an excellent alternative investment, they are quite often difficult to explain to a person who is hearing about them for the first time. We have been told by many advisors that this is one of the primary obstacles to their selling this product. It takes a lot of time to show a first time prospective investor what Life Settlements are all about ... that is time a lot of you simply do not have.

With that in mind our challenge was to remove that obstacle and create a "turn-key" Life Settlement marketing system. A system so simple that all you have to do is enter their name and email, as you will see below.

For the past couple months, Reliant has been working with a leading social media and internet marketing group and professional copywriter, both of which have proven track records, to create an email marketing system or funnel that consists of a landing page, several short 2 minute videos as well as 10 carefully written auto-responder emails, all designed to engage and educate a potential first-time investor into the Life Settlement asset class.

In addition we have created a new page on our website – **The Life Shares™ Library**, which contains useful links to Videos, Brochures, Studies and News Articles, all of which are designed to further educate by enabling clients to "drill down" and read more about this asset class.

Getting Started

We have made it as simple as possible for you to begin using these marketing tools today to reach out to your contacts (current clients as well as new acquaintances) and invite them to watch a short 2 minute video introducing them to Life Settlements. It's as easy as sending a simple email such as this:

"Hi Jonathan,

I recently discovered a new investment that has no correlation to the stock market volatility and provides the potential to earn double-digit returns. Apparently Warren Buffet's Berkshire Hathaway and other Institutional Wall Street investors have been quietly investing in this asset class for years.

Video Link: <http://www.buffettssecret.com/>

Take a look at it and let me know what you think."

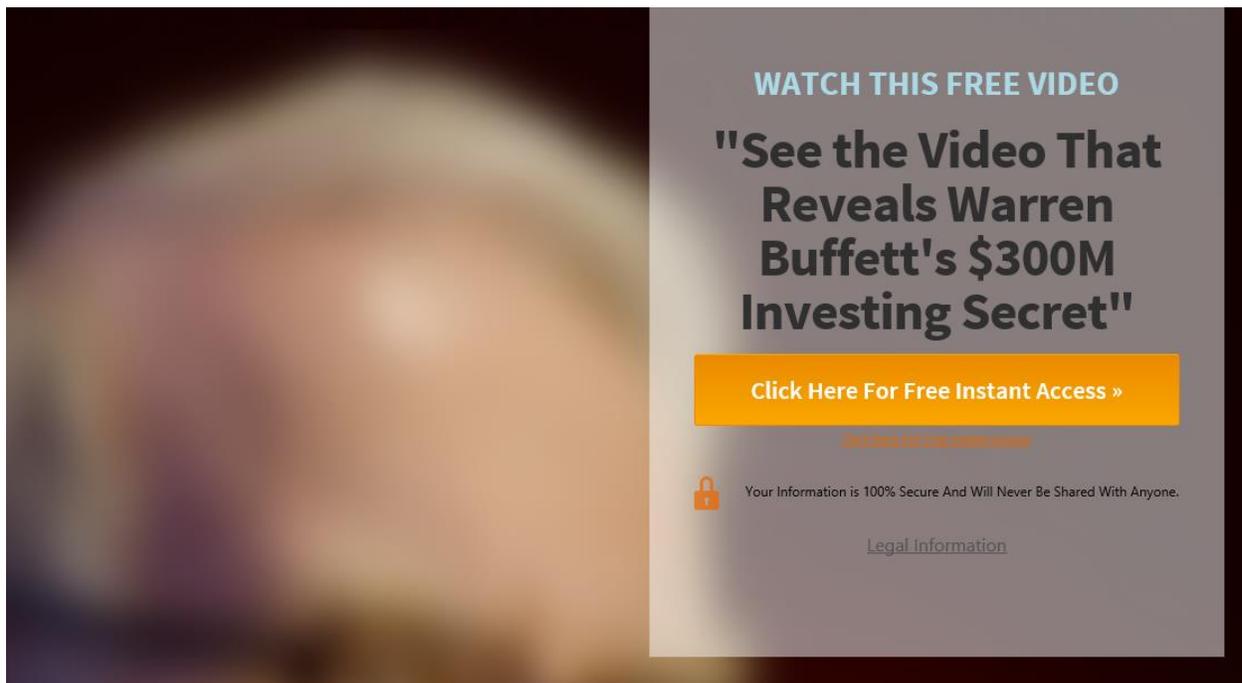
We believe this short video will spark an immediate interest from your contact causing them to inquire and learn more about this unique asset class. They might call you, reply to your email, or simply do nothing. For those that don't respond, we have designed 10 auto-responder emails that will be sent to them over the next 10 days, which I will show you below.

How the Email Funnel Works

You should thoroughly familiarize yourself with this email funnel and how it works so that you can respond to any questions one of your clients might have.

Step 1 – Landing Page

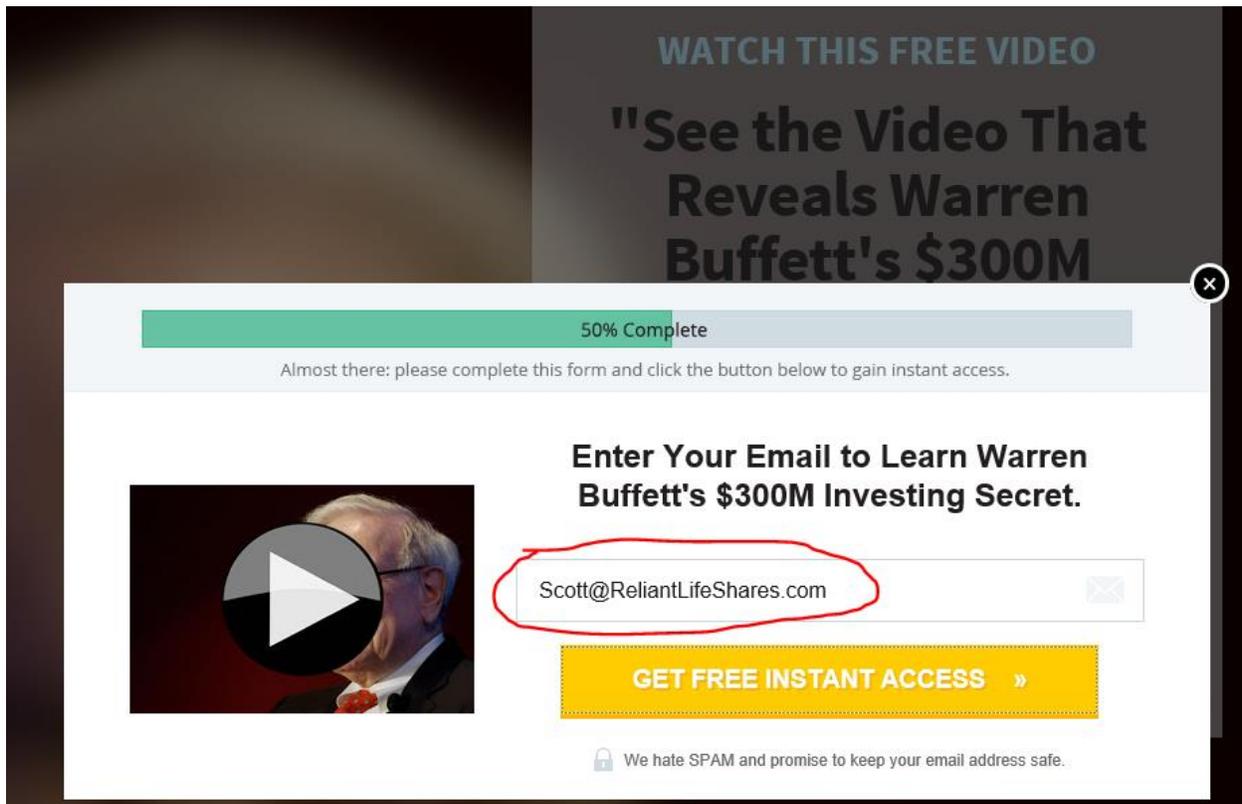
The first step is for the client to click on the link (<http://www.buffettssecret.com/>). Once they do that they will see our Landing Page:



This page was designed by our marketing team using LeadPages.net, which has the highest conversion rates on the net.

Step 2 – The Funnel

When the user clicks on the orange box “Get Free Instant Access” they will be prompted to enter their email address:



By entering their email address they will now get 10 professionally written emails introducing them to Life Settlements:

1. Email #1 Subject: The Video You Requested
2. Email #2 Subject: How Safe Is Your Investment Portfolio?
3. Email #3 Subject: If You've Lost Money in This Market...
4. Email #4 Subject: Here's An Investment That GREW in 2008
5. Email #5 Subject: Double-Digit Returns, Limited Risk
6. Email #6 Subject: How It Works [Email 1 of 5]
7. Email #7 Subject: Market Stability [Email 2 of 5]
8. Email #8 Subject: Subject: Market Growth [Email 3 of 5]
9. Email #9 Subject: Investing In Action [Email 4 of 5]
10. Email #10 Subject: Our Company [5 of 5]

Below you will find the full text for all 10 emails, which we encourage you to read. Again, a client might have a question on one and you should be in a position to respond.

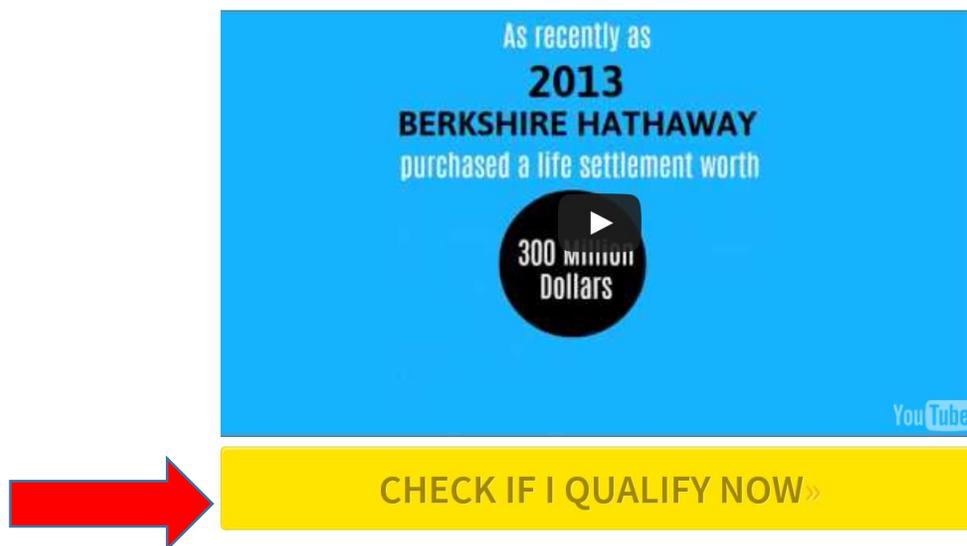
Step 3 – The Video (<http://reliantlifeshares.com/buffettsvideowatch/>)

The video is a short 2 minute video designed to introduce the viewer to an asset class that has no correlation to the stock market.



Step 4 – Do I Qualify? (<http://reliantlifeshares.com/request-information/>)

Halfway through the video, the viewer will be told that only qualified investors can participate. Per our marketing experts, most people want to see if they qualify. The “Check If I Qualify Now” link appears halfway through video as can be seen by this screenshot:



Once they click on “Check If I Qualify Now” they will be prompted with a Yes or No question.

Thank you for your interest in **Reliant Life Shares™** and welcome.

Do You Qualify? *

Are you a California resident whose net worth exceeds \$250,000 excluding the fair market value of your home, home furnishings and automobiles?

Yes

No



PER CALIFORNIA LAW, investments in fractional life settlements are only available to investors who qualify.

Please enter your name and a preferred contact method. We will contact you to confirm your status and provide you with access to our inventory.

[For more information about Life Shares™, View Our Life Shares™ Library](#)

Since launching this video 44% of every viewer who has watched the video has clicked to see if they qualify. Per our Social Media and Internet Marketing Experts this represents a very impressive conversion rate.

Clicking on the Yes button will expand the page and prompt them to give us their name, email and/or telephone number and how they heard about us. Since everyone who has ended up at this page was referred by someone such as yourself, this is the place where they will enter who it was that referred them.

Yes **No**

FILL OUT THE FORM BELOW NOW TO COMPLETE YOUR QUALIFICATION REQUEST.

Full Name *

Email and/or Phone Number *

How Did You Hear About Us?

What is the Name of Your Advisor?

Questions or Comments

Submit

Since the initial emails are coming from you, your own contacts will respond directly to you most of the time, if not all. However, for those that don't, we want to make sure that any leads that come to us from you will be marked as "your clients." We of course will notify each time one of "your clients" completes a qualification request. This is the final conversion and a great opportunity for you. Obviously their interest is peaked and now you have an opportunity to see if this investment might work for them.

Step 5 –*One-on-One Consultation* option

(<http://reliantlifeshares.com/request-thanks/>)

The *One-on-One Consultation* option allows a user to immediately schedule an appointment via TimeTrade, an on-line scheduling software. Again, our marketing experts have suggested we use TimeTrade to allow the user to schedule an immediate appointment while they're interested in learning more.

Each time we get a request for a *One-on-One Consultation* from one of your prospective clients, we will of course notify you and check to see if you want to participate. The *One-on-One Consultation* is a short 15 minute on-line demonstration via GoToMeeting whereby one of our licensed agents will demonstrate an example of how a \$50,000 investment into Life Shares works.

Thanks for your request.

We will be in touch shortly.

Don't want to wait for us to contact you?

Use our online scheduler to **directly schedule a phone consultation with us** so you can ask any questions you may have, and learn more about Life Shares™ and how they work.

If you'd like to do some additional research on your own about Life Shares™ in the meantime, we suggest that you [click here for additional information available on our website.](#)



RELIANT
Life Shares

**Schedule Phone
Consult Now »**

[Schedule Phone Consult Now >>](#)

[Legal Information](#)

Clicking on the “Schedule Phone Consult Now” button brings up TimeTrade allowing the user to immediately schedule a One-on-one consultation as can be seen by the screenshot below.



Select Date and Time

September 2014 < > Week Month Time Zone (-08:00) Pacific Time ▾

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24 7 Available ▾	25 7 Available ▾	26 7 Available ▾	27
28	29 7 Available ▾	30 7 Available ▾	1 7 Available ▾	2 7 Available ▾	3 7 Available ▾	4
5	6 7 Available ▾	7 7 Available ▾	8 7 Available ▾	9 7 Available ▾	10 7 Available ▾	11

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powered by *timetrade*

Continue

Commissions – Having one of Reliant’s agents conduct a *One-on-One Consultation* with one of your prospective investors will not affect your commission rate. Reliant is happy to assist you in any way it can and views this a “team effort.”

Step 6 – More Info Page (<http://reliantlifeshares.com/more-info/>)

The *Life Shares™ Library* option allows the user to explore and learn more about Life Settlements on their own and at their own pace.

We've received your information, and someone will reach out to you soon. Until then, you may **view our additional resources below.**

[View our Life Shares™ Library](#)

[Read Our Life Settlements White Paper](#)

[Watch Our In-Depth Investor Education Video](#)

[Learn More About Life Settlements](#)

[Learn More About Life Shares™](#)

Your Relationship with Reliant Life Shares

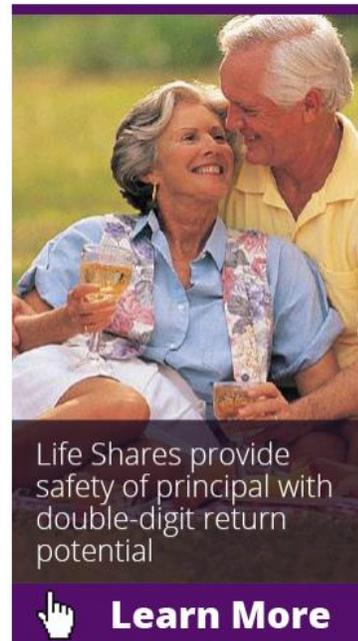
We appreciate that you've spent a considerable amount of time and money, both on your own and through trusted advisers, pursuing your financial goals. With that in mind, we have designed our "landing page" into two distinct groups:

Informed Investors: Those who want to explore *Life Shares™* and learn the pros and cons of this alternative asset class independently on your own. You will have unlimited access to our complete educational library of short video segments which break down each subject of Life Shares™ in easy to understand segments. You can also request full color brochures, our White Paper as well as a recent study published by the London Business School. This is where most people start.

Conclusion

Our initial test results are very encouraging. Most users quickly grasp that a Life Settlement is a unique alternative asset that they haven't heard about. Many users have commented that they like the fact that this investment might provide double-digit returns while avoiding stock market risk. The majority of users were genuinely interested and wanted to learn more and requested the One-on-One Consultation Option.

If you have any questions on how to get started, please contact Scott Grady at 818-788-1904 (office), 310-702-7138 (cell) or email: Scott@ReliantLifeShares.com.



10 Auto-Responder Emails

Email #1

Purpose: Opt-In Delivery

SUBJECT: The Video You Requested...

Hello [fname],

Thanks for requesting more information about Life Settlements and Life Shares™ investing.

Here's the link to the free video that you've already heard about in case you haven't yet received it
>>>> <http://reliantlifeshares.com/buffettvideo/>

Investing in Life Settlements through Reliant Life Shares™ is an incredible opportunity that I hope you are willing to learn more about.

Unlike traditional investment vehicles, Life Shares™ investing minimizes risk and maximizes returns.

No—you aren't going to see crazy 20% or 30% returns on your investment.

You've seen plenty of offers and opportunities that promise that type of investment opportunity. You know too well that anytime you hear about massive returns like that with minimal risk you're looking at a deal that's too good to be true.

What we are talking about right now—and what the video you requested shows you—is that 10% to 14% growth without the risk of traditional market investing is possible.

We're excited to talk more about Life Shares™ investing.

It's the same type of investment strategy that gurus like Warren Buffet are loading into their portfolio to secure steady gains while weathering the instability of traditional investments in today's market.

Don't miss our next email—we've got a tip that's sure to change your investing perspective.

And don't forget to check out the video you requested here >>>>
<http://reliantlifeshares.com/buffettvideo/>

To your investing success,

Reliant Life Shares

Email #2

Purpose: Emotional Hook

SUBJECT: How Safe Is Your Investment Portfolio?

Hi [fname],

I'm sure by now that you have already seen the perspective altering video that discusses the Life Settlement investing strategy that everyone in the investment world is talking about right now.

If you haven't, be sure to take a look at the link here >>>>> <http://reliantlifeshares.com/buffettvideo/>

One thing that you have to accept right now, if you haven't already, is that today's stock market is never going to be the same as it once was.

Yes, things are on the rebound.

But the question is, How long will it last?

If you're asking yourself this question, you're not alone.

Many of the biggest names in the investment industry are privately moving investments away from traditional investment vehicles and toward life settlements

Why?

Because the returns on life settlements and the shares you can buy in a life settlement do not have the same forces driving them.

In fact, there is only one true force behind life settlements—and that is the benefit that settling a life insurance plan can have for the person who is insured.

As long as people are buying life insurance and as long as they need money, there will be life settlements.

The brilliant thing about this market is that it is only capped by the number of people who are getting older, who have life insurance plans, and who need to settle them for cash. With over 10,000 people turning 65 each day the stage is set for continued growth.

And when you think about that—you'll realize why the most successful investors in the world (including Warren Buffett and Blackstone) are investing in life settlements right now.

It's because they know that the stock market is unstable, and life settlements are controlled by the two things that everyone needs to think about—money and end of life decisions.

To your investing success,

Reliant Life Shares

Email #3

Purpose: Strong Emotional Trigger

SUBJECT: If You've Lost Money in This Market...

Hi [fname],

It's been six years since the financial crisis of 2008 and we still don't know when our economy will recover.

What are your true investment options? Bank accounts are offering next to nothing. Bank CDs? Maybe 1% if you are lucky.

What was the go-to investment vehicle 10 years ago? Real estate. You've seen plenty of people pour money into it, I'm sure you've at least heard about it. And what happened? The mortgage crisis completely collapsed that market.

Plenty of people went to precious metals including GOLD recently. Turns out, they even got to gold too late. It's been on the decline since 2011.

If you've lost money in this market, you're not alone. Even if you were well diversified.

The crisis and collapse of 2008 hit everyone hard and you can still feel the results.

The fact is, no one knows when economic recovery is really going to happen and plenty of the best economists are saying that it might be decades before the economy completely rebounds.

Right now, traditional investing in the stock market can't help you. The phrase "well diversified portfolio" just simply doesn't exist anymore.

Traditional investments in the stock market aren't as effective as they used to be and that's why the "Smart Money" is moving towards alternative investments.

And right now, we're watching as investors on Wall Street move to a hidden investment strategy that rapidly grew throughout the entire financial crisis.

Remember the video that you watched before about life settlement investing? What it left out is that since 2000 the life settlement investing industry grew by BILLIONS as all of the other investment options available completely fell through the floor.

When compared to stocks, bonds and hedge funds, the AAP Life Settlement Index SOARED over the last few years. Just take a look at the chart on our website here >>>>>>
<http://reliantlifeshares.com/investor-returns/>

Anyway, I just wanted to give you something to think about.

To your investing success,

Reliant Life Shares

Email #4

Purpose: More Information/Solution to Emotional Hook

SUBJECT: Here's An Investment That GREW in 2008

Hello [fname],

The S&P 500 peaked in October of 2007. By February of 2009, it had fallen 53%.

Think about that for a minute.

In just six months during that time frame it fell 42.7%. That's almost as bad as the biggest drop in history—the six months ending in June of 1932 (a 45.44% drop).

If you had all of your money in the S&P 500—and some people did—by February of 2009 you would have lost almost one half of your principal.

Very few investments provided returns on principal during the crisis that occurred between 2007 and 2009.

Life Settlements were one of them.

The AAP Life Settlement index tracks the performance of life insurance investment funds in the United States.

Take a look at the performance of the AAP Life Settlement Index compared to the S&P 500 and other popular investments >>>>> <http://reliantlifeshares.com/investor-returns/>

You'll see that the AAP Life Settlement index is the ONLY investment that provided growth during the most turbulent economic crisis we've seen.

Why?

It's because life settlements are "uncorrelated" which means that are not tied to any other market.

Life settlements are a "defensive investment."

Regardless of what happens in other asset classes, such as stocks, bonds, real estate and commodities, nothing will change the fact that senior citizens with significant medical impairments are going to pass away and multi-billion dollar life insurance companies are going to pay out on those policies upon maturity.

That's why the most successful investors in the world are investing in life settlements right now to protect their portfolios. If you want to know more details, don't miss our next email.

To your investing success,

Reliant Life Shares

Email #5

Purpose: Call to Action

SUBJECT: Double-Digit Returns, Limited Risk

Hello Again [fname],

Are you looking for the possibility of double-digit returns without worrying about the risk of traditional investment vehicles?

This is your opportunity.

You've been learning more about Life Shares™ investing and the opportunities it presents—especially during turbulent economic times.

If you want to get more information, contact Reliant Life Shares by completing the information form you'll find on here >>>>> <http://reliantlifeshares.com/request-information/> .

All you have to do is provide your contact information. Filling out the form gives you no obligation to invest a single penny.

What it does do, is put you in contact with someone who can explain more about Life Settlements and Life Shares™ investing and how it works.

Here's what's going to happen next...

We're going to send 5 more emails to explain why Life Shares™ investing is one of the most important financial decisions you can make in your investing career.

Even if you aren't sure you need a new investment strategy right now, you should take a look and read each email.

And if you want more information right now, head over to our website and complete the information request form here >>>>> <http://reliantlifeshares.com/request-information/>

We look forward to hearing from you.

To your investing success,

Reliant Life Shares

Email #6

SUBJECT: How It Works [Email 1 of 5]

Hi [fname],

By now, you've got to be interested in Life Shares™ investing. It's a growing industry because now individuals like you can participate in it and it's one of the ONLY investment classes that weathered the 2008 financial crisis.

If you're still skeptical, let's talk about a case study right now so that you can learn how it works...

Let's start with an 80 year old male senior who was recently diagnosed with cancer and has a \$2,000,000 life insurance policy. The senior has paid premiums in the amount of \$100,000 (5% of the face value) for the past 5 years.

Unfortunately, and like most seniors, the person in our case study cannot afford to make the 6th premium payment in the amount of \$100,000. They have run out of savings, didn't save enough for retirement or premium payments and are now facing additional living expenses that they can't pay for without surrendering the policy.

They have two choices: (A) Surrender the policy for \$75,000 or (B) Sell the policy to a company like Reliant Life Shares™ for \$600,000.

The senior we're talking about chooses option B and sells the policy for \$600,000. Selling the policy to a third party for more than the surrender value but less than the death benefit is known as a "Life Settlement."

Not only is the senior happy, but so are the senior's children, who are glad their father didn't lose \$425,000 (\$500,000 in premiums paid, less the \$75,000 surrender value).

Reliant puts the newly purchased policy into a Trust administered by Christiana Trust. Reliant will now make the \$2M policy available to its investors.

This is where you come in.

Reliant will raise \$100,000 from 10 investors for a total of \$1,000,000. When the policy matures, let's say in 7 years, the \$2M death benefit will be divided equally among the 10 investors.

The investor's \$100,000 has now matured into \$200,000, thereby giving them a 100% Fixed Return. By increasing the principal investment amount of \$100,000 into \$200,000 over a 7 year period, means that you as the investor had an Annual Percentage Yield (APY) of 14.2%.

Investing in fractional portions of the \$2,000,000 policy are known as "Life Shares™."

Life settlements work two ways.

First, they provide money for seniors who need to sell their life insurance policies but don't want to settle for a low cash surrender value offered by the insurance company.

Second, life settlements provide a low volatility - "sleep at night" - investment option for investors who are looking to make returns higher than 10% without taking a risk in the stock market.

It's a market that works for you - the investor and works for people looking to sell a life insurance policy they don't need or can no longer afford

Don't miss our next email, we'll share several academic studies that discuss life settlements.

And if you are ready to learn more or talk to an investment professional with Reliant Life Shares™, complete the information form here >>>> <http://reliantlifeshares.com/request-information/>

To your investing success,

Reliant Life Shares

Email #7

SUBJECT: Market Stability [Email 2 of 5]

Hello [fname],

The last email focused on precisely why the life settlement market isn't going anywhere. This email is going to focus on growth.

The fact is that more and more people are realizing that they can sell their life insurance policies on the secondary market through a life settlement and get more money than accepting a "cash surrender" offer from their life insurance company ... 360% more on average per The Wharton Business School.

As an investor, that's good news for you.

It's good news that's supported by academic research and data that proves life settlement investing is one of the most secure investment types available today.

Neil A. Doherty and Hal J Singer, in "The Benefits of a Secondary Market for Life Insurance Policies," detailed the impact of the secondary market for investors in their 2009 study.

They postulated continuing growth for the secondary market investment class—growing to \$150 billion in the next decade and continuing to grow with double-digit returns for investors.

Why are returns so high?

It's a principle called lapse-based pricing.

Insurance companies make money because most of the time they collect premiums and never have to pay the death benefit because the policy lapses. A staggering 90% of life insurance policies lapse or surrender without ever paying a death benefit.

Insurance companies price premiums to account for this. Because they know they will never have to pay a death benefit 90% of the time, they price the initial premiums extremely low to attract new insureds. For investors buying settlements, this means that rates of return are high because the annual cost to keep the policy in force is low.

None of the other investment strategies that you see and hear about can offer this type of investment security and return.

You see a TON of advice—from sure fire hot sheets and stock letters to the tips and strategies that big-name investors use.

This is the one investment vehicle that investors are using to make double digit returns without having to worry about market volatility.

If you're ready to start learning more, complete the information request form here >>>>>
<http://reliantlifeshares.com/request-information/>

To your investing success,

Reliant Life Shares

Email #8

SUBJECT: Market Growth [Email 3 of 5]

Hello [fname],

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<http://reliantlifeshares.com/request-information/>

To your investing success,

Reliant Life Shares

Email #9

SUBJECT: Investing In Action [Email 4 of 5]

Hello Again [fname],

Let's talk about what making double digit returns with a low risk investment option looks like.

Here's how investing with Reliant Life Shares™ works:

Step 1: Cash Fund or IRA Investment—You start with IRA funds or cash that you set aside to invest in Life Shares™ investing We recommend starting out small ... don't invest any more than 10% of your investable assets into Life Shares™.

Step 2: Trust Deposit and Policy Selection – Your money is deposited into a premium reserve account held in trust and you select the policy or policies that you want to invest in. Your Reliant Life Shares™ professional will help you select polices for Life Shares™ investing.

Step 3: Premium Reserve Payments – The trust pays premiums for your portion of the life insurance policy that you invested in. You are issued a Beneficial Interest Certificate to identify your interest in the policy or policies you invested in.

Step 4: Insured Passes – Once the insured passes, the trust files a claim with the insurance company.

Step 5: Payment To You – The trust pays you your pro-rata share of the proceeds from the policy plus any unused premium funds left in your account.

That's how investing in Life Shares™ works.

If you're interested in learning more about how this opportunity can help you experience double digit returns, click here and complete the information form >>>>>> <http://reliantlifeshares.com/request-information/>

Obviously, trusting the firm that you are working with matters.

That's what we're going to talk about in our next email.

To your investing success,

Reliant Life Shares

Email #10

SUBJECT: **Our Company [5 of 5]**

Hello [fname],

Another thing that's important to mention is the history of Reliant Life Shares™.

Because our principals and associates have been investing in life settlements since the beginning of this new investment class, you're not going to find a firm with more experience.

At present, our policy acquisition department reviews \$300 million dollars of policies each month, generating a steady selection of policies that are suited to our investors.

We're meticulous because we believe that focusing on the fine details of each policy provides the best opportunities for our investors.

Christina Trust acts as the independent escrow agent for Reliant Life Shares™.

The trust accepts investment funds, issues interest in policy, makes premium payments, files benefits upon the passing of the insured and pays out the proceeds from the insurance company.

We also use Life Expectancy (LE) reports only from third-party medical underwriters. Using industry-accepted LEs typically results in a longer, more conservative LE.

This means that we report LEs for policy payout on a more accurate and precise level than most any other life settlement investment company in the industry.

Reliant Life Shares™ team has over 50 years of combined experience in life settlements. In addition, our attention to detail provide you the best investment experience and the highest possibility for double digit returns.

For more information about our company and the Life Shares™ investing process and to speak with one of our investment professionals, complete the information form here >>>>>

<http://reliantlifeshares.com/request-information/>

To your investing success,

Reliant Life Shares