

THE SUPPLEMENTAL WAR:

A timeline towards even greater prosperity.

Pearl Harbor attacked. America enters World War II.

1941



Soldiers are away from home for up to four years. Great forces build.

1941-1945



World War II ends, and soldiers return home. Spouses reunite. Great forces unleashed.

1945



Huge numbers of babies begin to be born.

1946



Baby Boomer War I (BBWI) begins as the group turns 55 and experience increasing health problems. United American is one of the nation's guaranteed-renewable Medicare Supplement leaders.

2001



Boomers fight BBWI. Ninety percent of workers are covered by Managed-Care. Employer group health claim costs sky-rocket. As a result, employers reduce health benefits for ALL employees. UA's "boom years" begin as UA adds another market and offers Underage Health Supplement plans. UA contacts a future Senior customer, up to ten years early. Thousands of new Agents and Managers are recruited to assist in handling the "near-retiree" market growth, in addition to the growing Senior market.

2001-2010



Baby Boomer War II (BBWII) begins, as the group reaches age 65. BBWI's Underage health situation continues and begins to overlap with BBWII's mass retirements. Boomers begin retiring at a rate three times faster than previous decades. Tremendous Supplemental sales are experienced on both fronts as every American requires Supplemental coverage for their ever-increasing health care liabilities. An astounding number of new UA Agents are necessary to help accommodate this sizzling market growth.

2011

Two Fronts of Opportunity Become United

1946-1963

Baby Boom continues and expands.



1966-2000

President Johnson's "Great Society" emerges. Medicare Supplement fee-for-service and Managed-Care plans introduced, creating new markets and UA opportunities.



2011-2029

BBWI and BBWII overlap more rapidly as mass aging and mass retirements continue. Tens of thousands of UA Agents and Managers, advantageously added, benefit from the emerging Supplemental market.



2030+

UA's Agents and Managers smile broadly in predicted prosperity as the goal is reached. Both BBWI and BBWII are won.



EXPONENTIAL NETWORK RECRUITING

How it all adds up

For most of us, math class seems like a long time ago. All the formulas and equations have fallen into disuse or are long-forgotten. Here's a kind of math, however, that is extremely valuable to your work everyday, and, if you master this formula, can add to your personal wealth as well. What the calculator did for mathematics, **Exponential Network Recruiting** can do for your insurance business, that is help the numbers add up fast.

Exponential Network Recruiting is simple. One Agent recruits two Agents each, and those two Agents recruit two Agents each, etc. Therefore, it becomes a power of two — 1, 2, 4, 8, 16, 32, 64, 128 — this creates 256 Agents including the original Agent. That's the math part, which deals with *how* we recruit new Agents.

Equally important is *who* we recruit. As Managers, Unit Managers, and Agents, we need to not only express ideas **TO** OTHERS, but **THROUGH** OTHERS, as well. In other words, we should communicate ideas effectively enough that those receiving the ideas are able in turn to pass those ideas along. The Agents we recruit need to have this ability as well. By using exponential recruiting, you can be sure newly recruited Agents can not only express ideas **TO** OTHERS, but also **THROUGH** OTHERS. Then, you have not only recruited an Agent, but a possible Manager or Unit Manager.

Do the math, and it will all add up.