

Where Are You on the TOMA Scale?

Whoop Hoo!

Almost there

Gettin' close

Way to go!

Keep it up!

Good going

Work hard!

Here we go!

That's it!

Get up!

It's All About Community! If you want prospects to be aware of you, you must work to create awareness among them. In marketing, it's called **TOMA**, "Top Of Mind Awareness." **TOMA** entails making your name and business so familiar within the community that it engenders immediate recognition and response. Let your name be the first one that comes to mind when someone thinks of health or life insurance. You'll gain community recognition, financial reward, and a better life for you and the people around you. *Reminder: Any advertising or marketing materials you create must be submitted to the Home Office for approval.*

Here are some suggestions to put you at the top of the TOMA scale:

Get Your Name in Print: Many local newspapers and community bulletins look for filler articles from people within the community. Offer to write a column about insurance every few months. You'll not only become known in your community as an insurance authority, but will receive free publicity and advertising as well. Having your name in print also lends to your credibility.

Send Press Releases: Mail a release to your local newspaper when you complete a UA training class, when you attend a sales conference, win a contest, or to announce the availability of a new product within your state. Again, you receive free publicity, but also demonstrate that you are active, involved and successful within your industry.

Sponsor Local Community Events: Blood drives, health fairs, race/walks, 4-H projects, etc., always need sponsors. Projects which relate to community health can be especially beneficial, but don't limit yourself to these.

Sponsor a Local Athletic Team: Emblazon your name across the backs of a dozen little soccer players every Saturday morning and you'll have a captive audience. Moms, dads, grandmas and grandpas attend those games and may need your services.

Offer to Speak at Local Organizations:

The Chamber of Commerce, Kiwanis Club, AARP, alumni associations and other professional associations always need breakfast or luncheon speakers when they hold weekly, monthly or annual events. If you're uncomfortable about doing this type of promoting on your own, consider splitting the allotted speaking time with another Agent or an acquaintance in a complementary industry.

Distribute Imprinted Advertising Items:

Imprinted t-shirts, pens, pencils, caps, etc., have tremendous staying power and are worth the financial investment. When you make a sales call, leave a pen or pencil. If it's a call with big potential, take them a t-shirt. Even if they don't buy from you, someone in the family will wear the shirt.

Purchase Booth Space: Trade shows, home and garden shows, county fairs or any type of area event can offer worthwhile exposure to your desired client base. Distribute handouts telling attendees about yourself and your products. Pass out free imprinted pens, pencils, or refrigerator magnets. Hold a raffle. On the raffle ticket allot space for participants to provide contact information for your later follow-up.

Sources: Entrepreneur.com: Creating "Top of Mind Awareness" for Your Business, Al Lautenslager; *Senior Market Advisor*, "Marketing Across the Wealth Spectrum," and "Pursuing Prospects," September 2003.