



NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

NAIFA MEMBER BENEFITS

Horsemouth

Horsemouth is a daily, online service that helps financial advisors succeed by getting more clients and growing their businesses. Each day, NAIFA Members will receive action-oriented, how-to features from leading experts and successful advisors, showing you exactly what to do to have an immediate, positive impact on your business, including:

- ▲ Client-referral strategies that bring new business
- ▲ Team-building tactics that strengthen your practice
- ▲ Prospecting case studies that deliver fresh ideas
- ▲ Retirement-income planning models that stretch portfolios
- ▲ Tax-planning techniques based on new IRS rulings
- ▲ Strategies for managing your fee-based business
- ▲ Practice management insights that save you time
- ▲ Investing strategies and theories explained concisely
- ▲ Asset-allocation approaches that build sound portfolios

You will also gain access to a growing database of more than

4,500 articles on sales, marketing, business development, practice management, financial planning and investing.

WHAT IS THE COST? NAIFA Members receive a 90-day free trial—plus a second 90-days free with your annual Horsemouth Membership of \$189 a year (15 months for the price of 12—a savings of \$75).

HOW DO I SIGN UP? Sign-up for your 90-day free trial today! Visit <http://www.horsemouth.com/public/join/join.asp?OfferCode=NAIFA> or call 888-33-MOUTH. Don't forget to mention to Horsemouth that you are NAIFA Member.



Horsemouth is a NAIFA Preferred Provider. For more information about NAIFA's Member Benefits and NAIFA's Preferred Provider Program, visit www.naifa.org/benefits/.



“Horsemouth is the ideal practice management tool and a great addition to our member benefit program. The value in this program is increasing as more and more financial professionals are going the independent route. As an individual practitioner, the depth of information within the daily and weekly emails has been of great support to me in my practice. I would highly recommend Horsemouth to all NAIFA members.”

—Ike Trotter, CLU, ChFC, AEP
and NAIFA Member, Greenville, MS