

Creative Ideas Edition

# FireFacts Facts Blast!

**Helping you build your  
business by building  
relationships!**



## WHEN YOUR EVENT IS OVER-

There are always additional opportunities to increase the return on any event. Make the most by building upon the positive momentum that's been created.

**REMEMBER-** Part of the marketing value of any event is the building of relationships. Keep your new relationships going strong:

- \* Go back with pictures, send "Thank You" cards, find reasons to go back.
- \* Plan now for your next event.
- \* Use future opportunities to keep open the doors with your local fire department.
- \* Use your newly created relationship to get into the schools.
- \* Provide CDs for a school's computer lab.
- \* Give CDs to the local library for their public use computers.

**MAKE THE MOST OF YOUR EFFORTS!**



## MAXIMIZING YOUR RETURN

*Below is an incredible idea that went over BIG and helped one agent reach more than 1,500 families in his community.*

### COLORING PAGE CONTEST:

**PROBLEM-** An agent was asked to participate with his local fire department at an upcoming Safety Fair where over 1,500 families were expected to attend. The agent only had a budget for 200 CDs.

**SOLUTION-** The agent set up two tables. On one table he placed FireFacts coloring pages and some crayons. Behind it he placed two bikes which had been donated by the local Kmart. Above it was a big sign, "Enter to win a new bike."

As the children colored, the agent would introduce himself to the parents and begin to take down the information for the contest entry form. If he felt he was developing a good rapport, he'd reach behind the table and hand them a FireFacts CD. The agent later said he could see just how much of an impact the CD made, "It let them know I cared. They no longer looked at me as just another sales person wanting to sell them something. It was huge."

After the event, both winning entries wanted to come in and speak with him regarding their insurance needs. He then decided to purchase additional prizes, and continued to call each entrant, saying "Your child didn't win the bike, but they did win another prize. When would be a good time to come down to my office?"

**RESULT-** Not only was this agent able to write some new business, but he was able to make a new relationship with his local fire department.

