

IN YOUR INTEREST

A Customized E-Newsletter Program For Ringler Associates

- Number 1 Marketing Tactic
- Incorporates Social Media, Ringler Radio
- Produced by Welland Laike Communication



Preliminaries

You asked for it!

Introducing IN YOUR INTEREST, a new e-newsletter voted by Ringler consultants as the marketing tool they wanted most.

Now, with the new website, you have a one-two punch to promote your business.

GOALS & OBJECTIVES

- Nurture Relationships With Key Referral Sources
- Customizable for Each Ringler Consultant
- Promote Both the Ringler Consultant and Ringler Associates
- Affordable and Easy to Administrate



Goals & Objectives of this Effort

Stay engaged with top referral sources including attorneys and insurance professionals. They'll think of you first when they need help on a structured solution.

And do it all with a highly professional product that is easy to manage and very affordable.

STRATEGIC

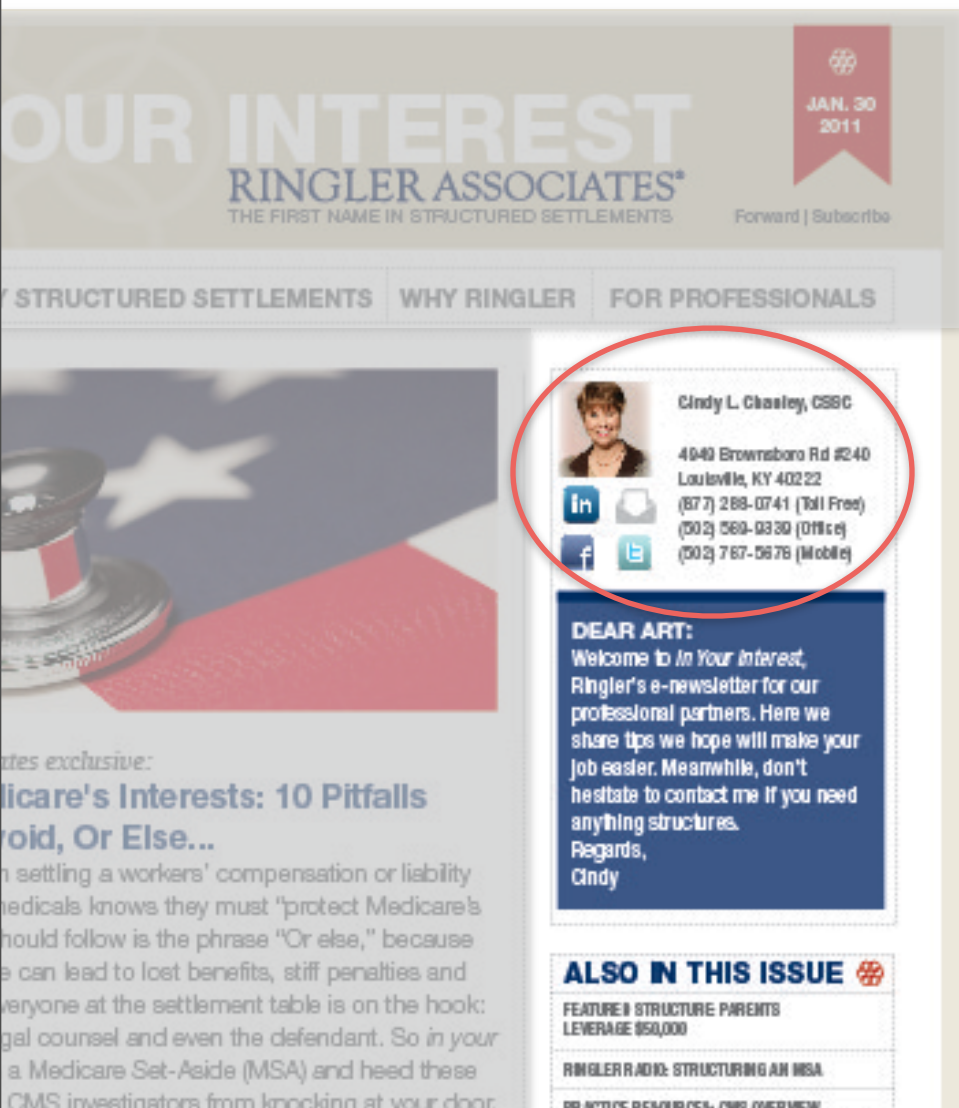
- **Uncluttered
“One-Look” Design**
- **Useful/ Engaging
Information**
- **Drive Interaction on
Multiple Levels**



Strategically Focused

IN YOUR INTEREST focuses first on the needs of your referral sources. You then connect on multiple levels via links to your online resources. With the “Get A Quote” button. And through promotions that keep it all interesting.

FULLY CUSTOMIZABLE



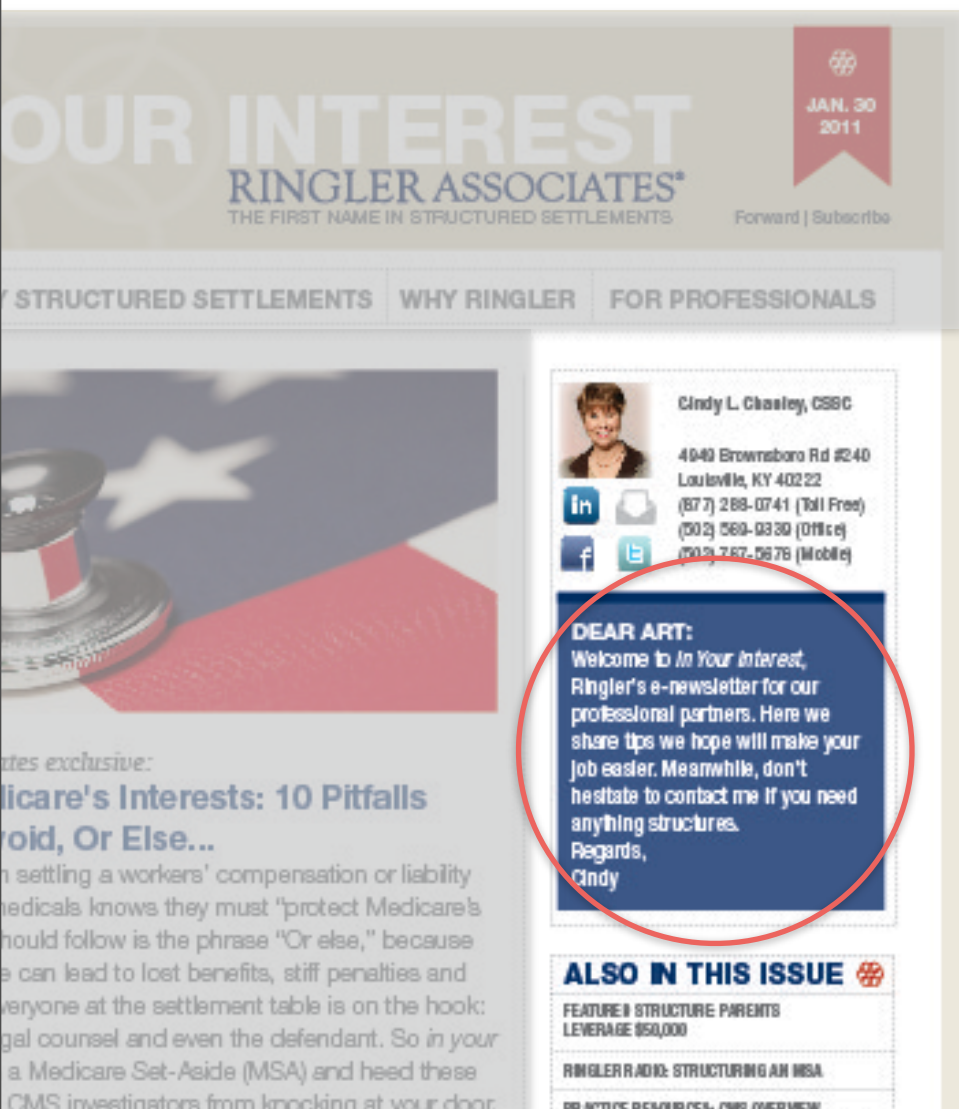
HOW IT WORKS

- You Customize Your Newsletter
- Your Photo, Contact Information, Social Media Links

How it works:

Here's how it works. First you customize your newsletter by adding your photo and contact information. If you use social media like FaceBook, Linked-In or Twitter, you can add icons that link to your accounts.

FULLY CUSTOMIZABLE



HOW IT WORKS

- You Customize Your Newsletter
- Your Photo, Contact Information, Social Media Links
- Personalized Greeting

Personalized Greeting

Next, add a personalized greeting.

You can change it every month or set it once and forget it.

Let your personality shine through, or choose from a library of suggested greetings.

FULLY CUSTOMIZABLE

many times, and everyone at the settlement came to on the main, plaintiff, insurer, legal counsel and even the defendant. So in your interest, start with a Medicare Set-Aside (MSA) and heed these 10 pitfalls to keep CMS investigators from knocking at your door.

[Continue reading...](#)

FEATURED STRUCTURE: PARENTS
LEVERAGE \$50,000

RINGLER RADIO: STRUCTURING AN MSA

PRACTICE RESOURCES: CMS OVERVIEW

FEATURED LINKS

[SPECIAL NEEDS TRUSTS](#)

[TRUCKING CASES ON THE RISE](#)

[WHAT OTHERS ARE SAYING](#)

[EFFECTIVE NEGOTIATIONS
& STRUCTURES](#)

[GET A QUOTE](#) 

FROM MY DESK: CONSIDER FEE STRUCTURES

A significant challenge for many contingent-fee attorneys is managing the income peaks and valleys typical to this type of practice. By structuring fees from a settlement, the attorney can create a guaranteed stream of future income to cover anything from monthly office expenses to retirement benefits. And while these payments are not tax free like a client's structure, taxes are deferred until payments are received. There are also no restrictions on the amount of fee income you can structure. Click below for more information, or give me a call and let's talk about this exclusive opportunity. [Continue reading...](#)

DEPARTMENTS

Structure of the Month



Parents Leverage Small Settlement

Situation: Jimmy, your typical 9-year-old daredevil, tried jumping three rungs at once on the monkey bars behind his apartment. Fortunately he made it, but unfortunately maintenance was lax and a rusted-through steel rung snapped.

Needs: Options for a \$50,000 settlement that match the vision Jimmy's parents have for his future.

[View Jimmy's Solution](#)

Now Playing on Ringle Radio



The Power of a Structured Settlement

Pat Machir, a mother who chose a structured settlement after her daughter was injured as a teenager, shares their story.

[Listen now.](#)

[From Our Archives](#)

[Medicare Solutions for Attorneys and Adjusters](#)

HOW IT WORKS

- **From My Desk: Promote Accomplishments, Activities, Marketing Opportunities**

From My Desk: Your story

From My Desk allows you to promote a new product, a personal or professional accomplishment, plans for an upcoming trade show or presentation, the latest news from your office. Anything that builds your referral relationships.

FULLY CUSTOMIZABLE

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LEVERAGE \$50,000

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PRACTICE RESOURCE: CMS OVERVIEW

FEATURED LINKS

SPECIAL NEEDS TRUSTS

TRUCKING CASES ON THE RISE

WHAT OTHERS ARE SAYING

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HOW IT WORKS

- **From My Desk: Promote Accomplishments, Activities, Marketing Opportunities**
- **Live Links to Your Web Pages, Media Appearances, Articles, Etc.**

Live Links

You can display up to five live links, changing them as often as you like.

Feature pages from the new Ringler website including your new bio. Promote an appearance on Ringler Radio. Highlight your contributions to any organization.

COMPELLING CONTENT



HOW IT WORKS

- Professionally Written Features
- Monthly Departments
- Get-a-Quote Call to Action



Professional Content

Each newsletter will feature professionally researched and written content based on one compelling theme. Departments include *Structure of the Month*, *Now Playing on Ringer Radio*, *Practice Resources* and more.

AUTOMATIC MONTHLY DELIVERY

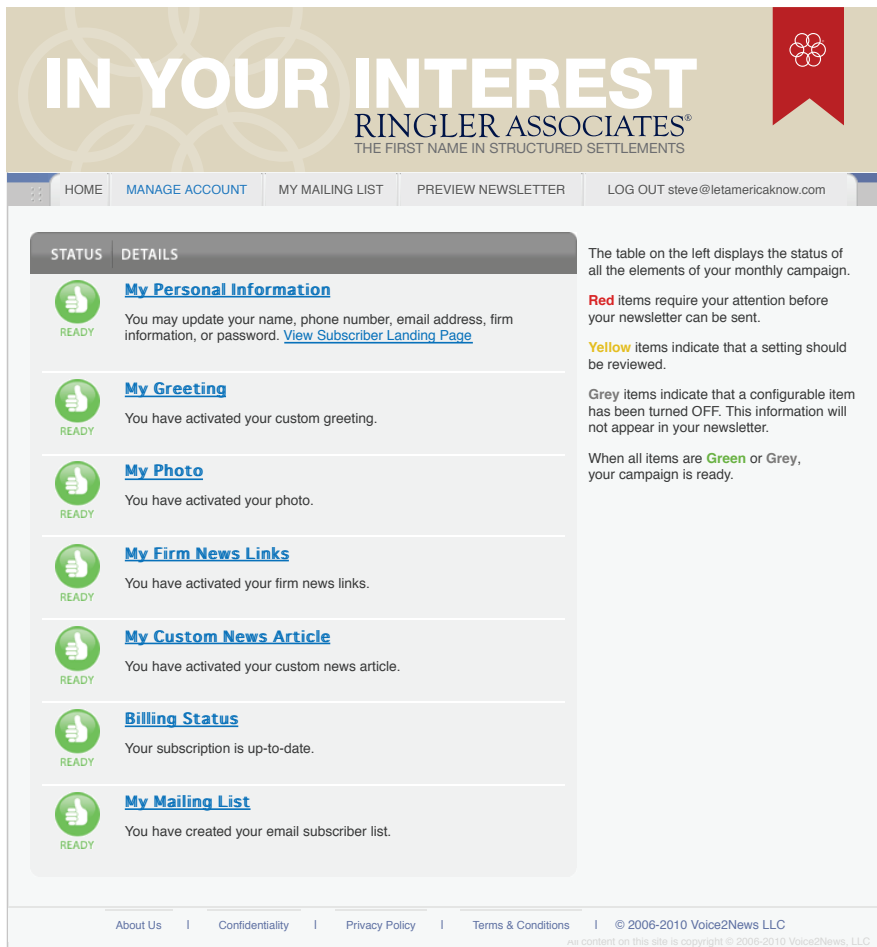
HOW IT WORKS

- Customized Information and Content Merged
- Preview Issue Sent for Review
- Automatically Delivered to Your Referral Sources Monthly
- Email From You, Replies to You

Technology Sophistication

Now the magic. We merge your custom content with compelling features and send your newsletter to your top referral sources every month... without fail. IN YOUR INTEREST comes from you, replies go back to you.

SETUP & MANAGEMENT



IN YOUR INTEREST
RINGLER ASSOCIATES®
THE FIRST NAME IN STRUCTURED SETTLEMENTS

HOME | MANAGE ACCOUNT | MY MAILING LIST | PREVIEW NEWSLETTER | LOG OUT steve@letamericaknow.com

STATUS | **DETAILS**

My Personal Information
READY You may update your name, phone number, email address, firm information, or password. [View Subscriber Landing Page](#)

My Greeting
READY You have activated your custom greeting.

My Photo
READY You have activated your photo.

My Firm News Links
READY You have activated your firm news links.

My Custom News Article
READY You have activated your custom news article.

Billing Status
READY Your subscription is up-to-date.

My Mailing List
READY You have created your email subscriber list.

The table on the left displays the status of all the elements of your monthly campaign.

Red items require your attention before your newsletter can be sent.

Yellow items indicate that a setting should be reviewed.

Grey items indicate that a configurable item has been turned OFF. This information will not appear in your newsletter.

When all items are **Green** or **Grey**, your campaign is ready.

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DESKTOP EASY

- **What You See Is What You Get (WYSIWYG) Online Management**
- **Monthly Commitment: 30 Minutes Or Less**
- **Enter, Edit Customized Information**
- **Change Monthly, Or Set and Forget**
- **Secure List Management**



Online Management

And did we say easy to manage? Everything is done right from your desk via a secure, password-protected account. Very little of your or staff time is required. Simply capitalize on the marketing you already do.

COST SHARING FORMULA

- No Setup Fee, No Contract
- Unlimited Subscriber List
- \$100 Per Month



Innovative Cost Structure

Attention-grabbing content and design is key to a successful newsletter. Now you can afford this level of quality thanks to the unique cost-sharing arrangement for Ringler consultants. \$100 per month covers everything.

IN YOUR INTEREST

A Customized E-Newsletter
Program For Ringler Associates

Start Today! – Click **“I’m In!”** on
IN YOUR INTEREST Signup Page

Or Contact: Steve Miller, Editor
Toll Free (866) 589-7670



Ready to Get Started?

IN YOUR INTEREST is produced by the Ringler Marketing Leadership Team and Welland Laike, the same combo that managed the new Ringler Website. Click on "I'm In!" below and get started today.