



Someone You Know

Strategies for approaching
your warm market

Benefits. Simplified.

1

Someone You Know



2

Someone They Trust



Why Don't Agents Reach Out To Their Warm Market?



Fear of Straining Relationships



Perceived Lack of Professionalism



Risk of Rejection



Relationship



Value



Expansion

Someone You Know – Someone They Trust



Keys to Effective Warm Market Outreach



- ✓ **Open Communication**
- ✓ **Education**
- ✓ **Empathy**
- ✓ **Customized Solutions**
- ✓ **Respect Boundaries**
- ✓ **Balancing Personal and Professional**
- ✓ **Leveraging Referrals**

10 Warm Market Outreach Strategies

1

Social Media

2

Personal Meetings

3

Phone Calls

4

Text Messages

5

Emails and Newsletters



10 Warm Market Outreach Strategies

- 6** Hosting Workshops or Webinars
- 7** Social Gatherings
- 8** Send Personal Notes/Letters
- 9** Networking Events
- 10** Online Groups or Meetings



Direct and Indirect Outreach



Direct Outreach

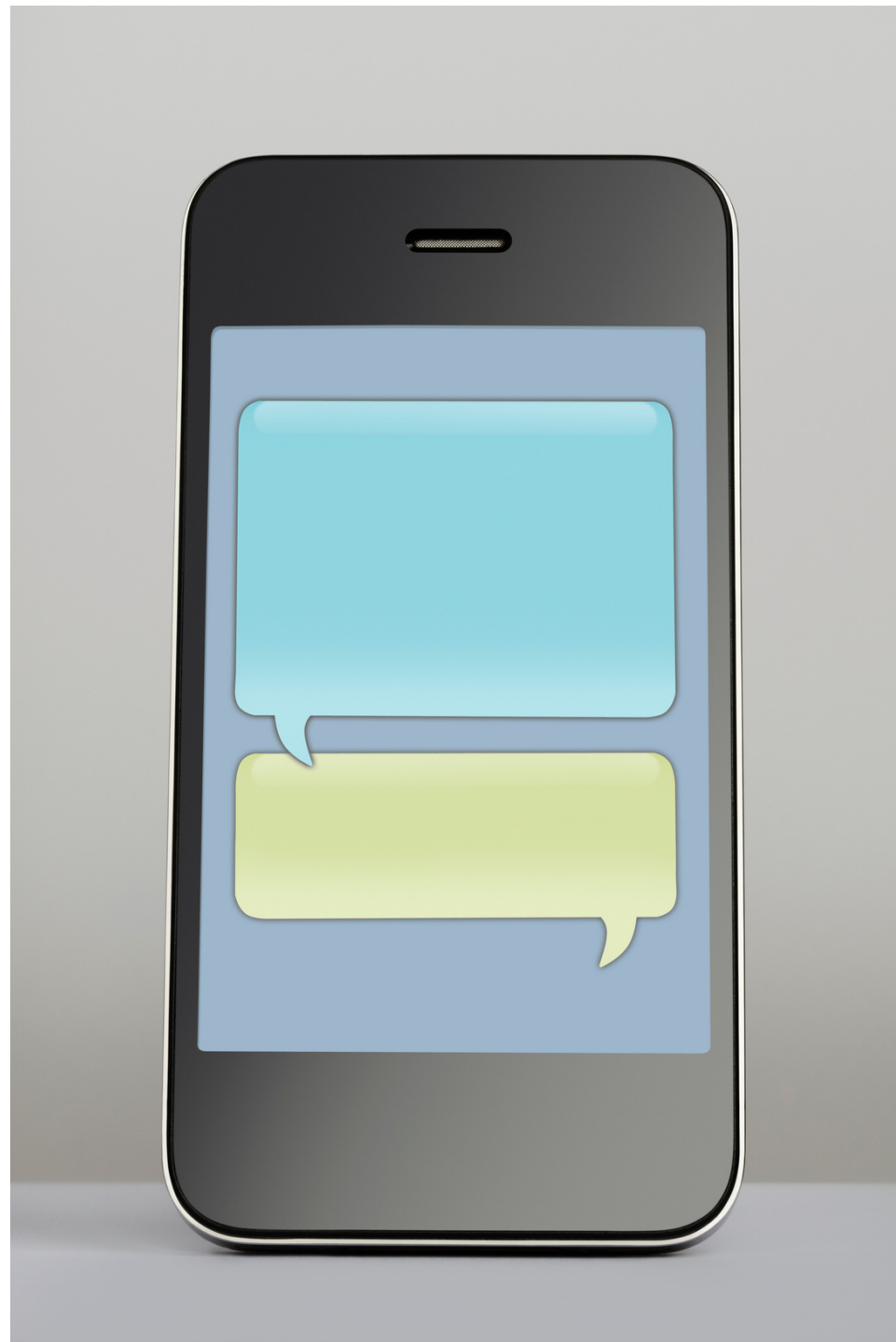
Examples of direct outreach methods include phone calls, emails, text messages, face-to-face meetings, and personalized messages.



Indirect Outreach

Examples of indirect outreach methods include social media posts, content marketing, blogging, and advertising.

Sample Of Direct Outreach



Sample Text

"Hey [Friend's Name], my company just released this video about the importance of hospital insurance. With all that is going on, this coverage could be impactful for you and others and I can assist.

Check it out when you have a moment: [Video Link].

Let's chat about it later! 😊"

Link to a National Family Care Video

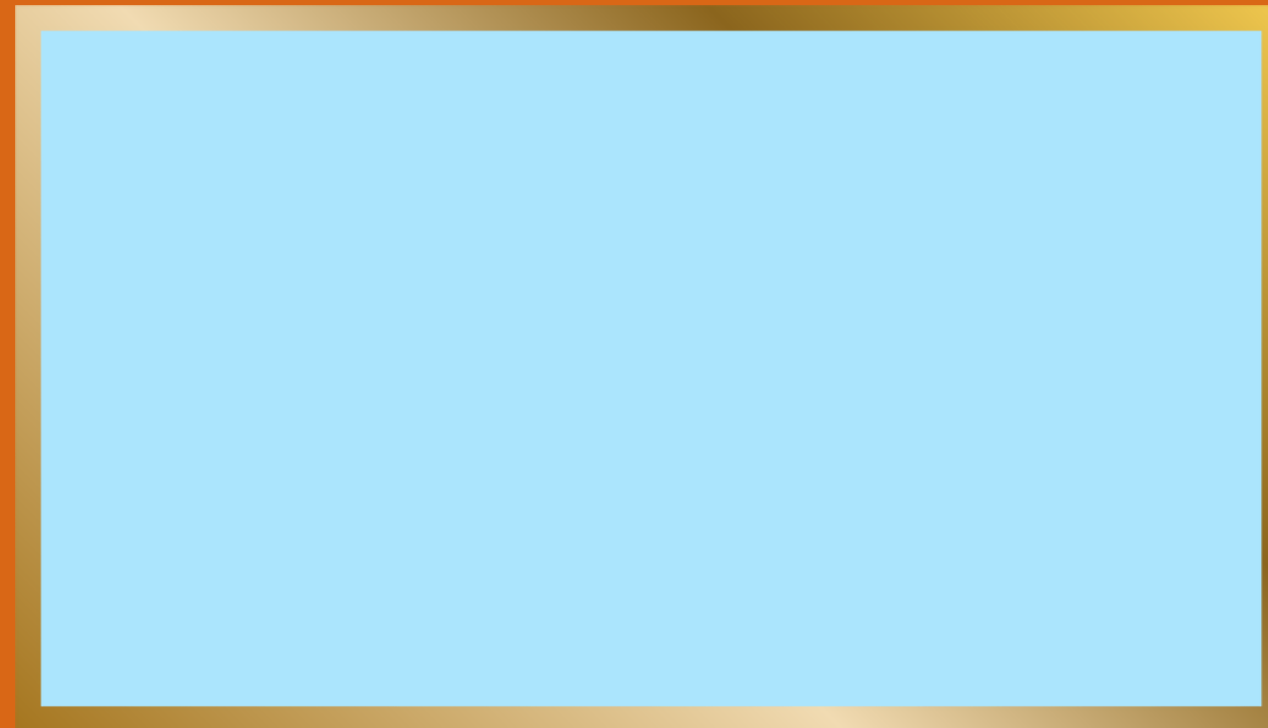
These "Doodle" videos are a fun and informative way to broach the topic of insurance and generate interest for your warm market to reach out to you!

Sample Of Indirect Outreach

Concerned About Cancer?
I can help.



Sandra Jones
Licensed Insurance
Professional



Watch this short video to discover how cancer insurance from National Family Care can offer financial protection and peace of mind. Don't wait - take control of your health and financial future.

Contact me today.

#CancerInsurance #FinancialProtection #PeaceOfMind"

Linkedin or Facebook Post

Utilize social platforms like Facebook, LinkedIn, and Instagram to share informative posts about insurance and its importance. Engage with comments and messages.

Link/Embed to a National Family Care Video



Thank You

Success on your journey!

Visit Our Website
nfcbenefits.com

