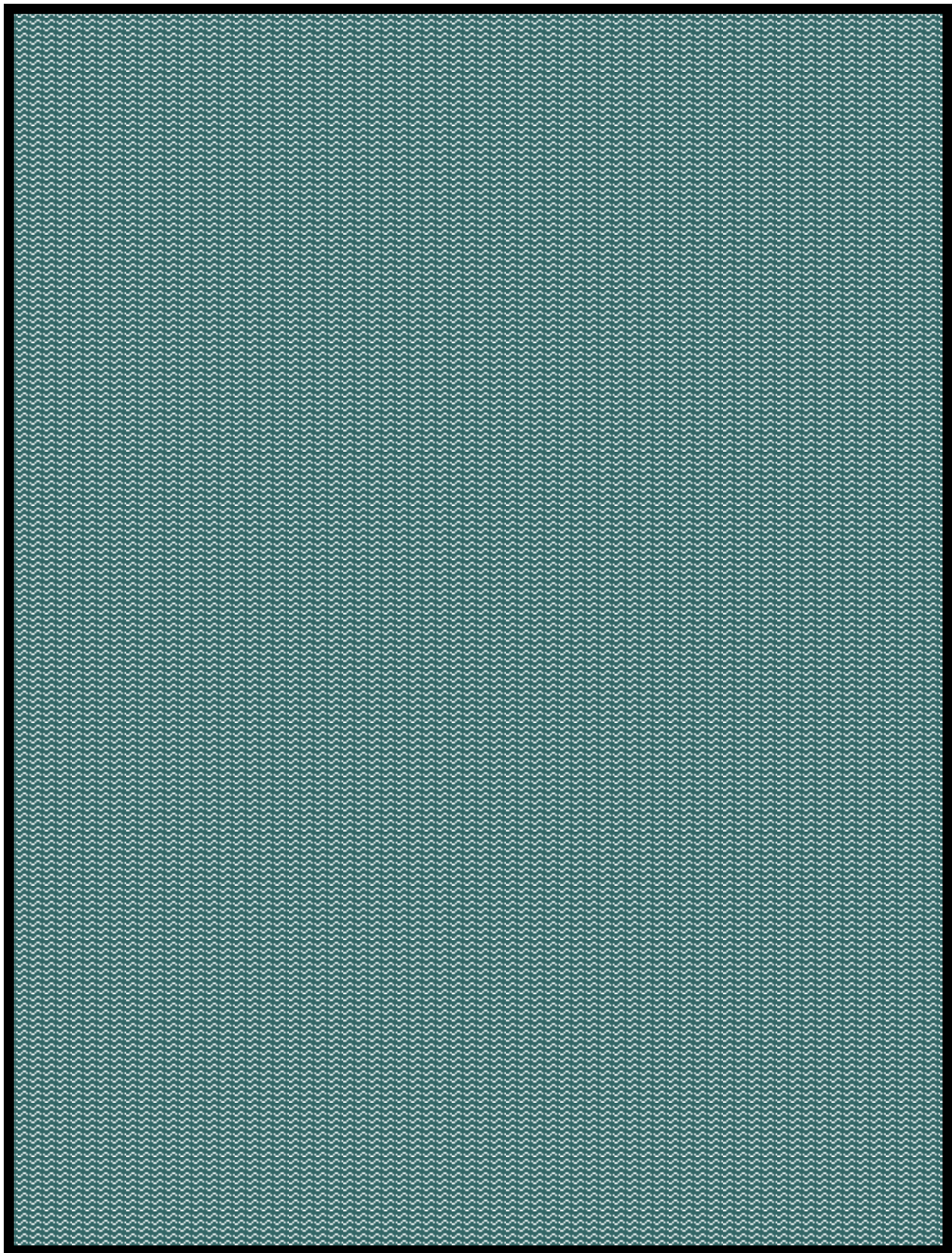


# 5QES Bumper Sticker System

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I happen to be one of those guys that doesn't mind letting the world know (at least the world directly behind my bumper) what's on my mind. And, I've met plenty of people because of it. People that take walks on my street will slow down to read my bumper stickers. People in parking lots slow down and read my bumper stickers. Many times this will lead to conversations.



How often have you or someone in your car, strained to read the bumper sticker of the car in front of you at the stop light or along the highway? For some reason, bumper stickers grab people's attention... more than any other type of print marketing. People read them!

So if you are willing to ruin the pristine nature of your car with a bumper sticker... you'll likely see a return on investment in the 1,200% to 2,400% range if you do it right.

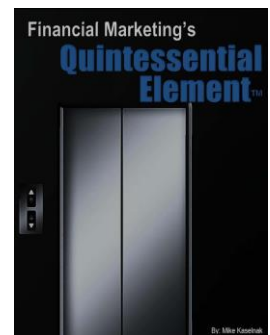
## Doing it Right

The first thing you must do is to create a killer 5Q Elevator Statement.

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**If you have not yet downloaded the step-by-step free eBook Financial Marketing's Quintessential Element™ on how to create your own killer 5Q Elevator Statement , you should go here:**  
<http://www.5qgroup.com/tools/eBook.pdf>

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[Click to Download](#)

You must get people wondering...

**“How exactly does he/she do that?”**

Once you have created your 5QES...one sentence long (as is the rule)... you can now create your bumper sticker.

There are many companies that will do this for you online. The cost is right around \$5 per bumper sticker.

Here's a few different companies:

- ◆ Vistaprint  
<http://www.vistaprint.com/bumper-stickers.aspx>
  
- ◆ Makestickers.com  
<http://www.makestickers.com/tcat/292/all-purpose-bumper-stickers>

- ◆ Zazzle  
<http://www.zazzle.com/custom/bumperstickers>

Simply put your 5QES in black type on white background. Yes, it will be small printing... the odd thing is, this actually creates more interest in the bumper sticker, not less.

## Put it into Auto Drive

Now that you have your bumper sticker, what do you do with it? Nothing...nothing that is until you make sure that the website you are pointing them to relates directly to what the bumper sticker says. Upon landing at your website, they should see information that is easily connected to the bumper sticker.

- ◆ If your 5QES is about teachers—your site has to make it immediately clear you specialize in teachers
- ◆ If your 5QES is about estate planning for farmers—your site has to make it immediately clear that you cater to farmers

Do you see what I mean?

If your 5QES is about estate planning for farmers and they arrive at your site and see info about retirement planning...and college planning...and the stock market...

They are gone.

The website you point them to has to be designed to grab them immediately, for the same reason the bumper sticker caught their interest.

Once you are sure that your website's message is correlating directly to the bumper stickers 5QES, then put the bumper sticker where it belongs...on your bumper.

## Help Them Out

Go to your local hardware or craft store and pick up some "gummy glue," you know the stuff that looks like boogers. Every time you park in a parking lot, put two or three business cards on your bumper above the sticker, securing them with a bit of "gummy glue".

You have a terrific indicator as to how good your 5QES is, based on how many of your business cards disappear.

## Really? This is really going to work?

Yes and no.

It depends on the effectiveness of your 5QES. If it really does get people



saying (and again the 5QES, if done right should)...

**“Really, how does he do that?”**... then yes, it will work.

If you put some vague or cute saying on your bumper sticker...then no, it will not work.

Think about this. If your 5QES gets your target market saying,

**“Really, how does he do that?”**

They will investigate further... they will stop and ask you questions...they will invite you to explain things to them...which is their invitation for you to sell them.

This system works to get you in front of people (people that do respond to marketing) that would not respond to any other type of marketing. Everybody looks at bumper stickers...your cost—\$5.

If your message is good... you could expect 3 or 4 new clients a year from this method.

Huge business? No-- maybe \$300,000 to \$500,000 in new business but for a \$5 marketing investment, that’s not bad, is it?

I always tell the advisors I coach personally to:

**“Make Your Own Luck”**

What I mean by that is you need to have your name and how you can help people “out there”...the more you have your message out there...the luckier you’re going to get.



## Average can make you a TON of Money

One of the advisors I’ve coached for 8 years is proudly, a pretty cheap guy. He loves to tell me that he’s using 4 or 5 of my inexpensive marketing ideas and they just work “OK,” not spectacular...but just “OK.”

But this guy writes about \$8 million a year which isn’t bad for a semi-retired 75 year old. He spends diddley for marketing, but when you add up all the “just OK” results from 4 or 5 marketing systems...together they add up to big business!

*If your Income has plateaued... if you are spending more money but seeing less people... if it's time for a change, we're interested in speaking with you. For over a decade, Mike Kaselnak has been quietly taking good producers to levels three and four times their income level, within three years of using the 5Q system.*

*If you would like information on this or other proven business builders please contact 5Q at:  
Email: [support@5qgroup.com](mailto:support@5qgroup.com) | Phone: 1-855-633-0900*

# Addendum

***Example Bumper Sticker***

Not shown to actual size: Suggested Size (11 inches x 3 inches)

**I help teachers in Bernalillo County increase their  
monthly retirement income by an average of \$441 a month  
using HB313, a loop hole only available for the next 2 years.**

Call me at xxx-xxxx or go to [www.mywebsite.com](http://www.mywebsite.com)



