

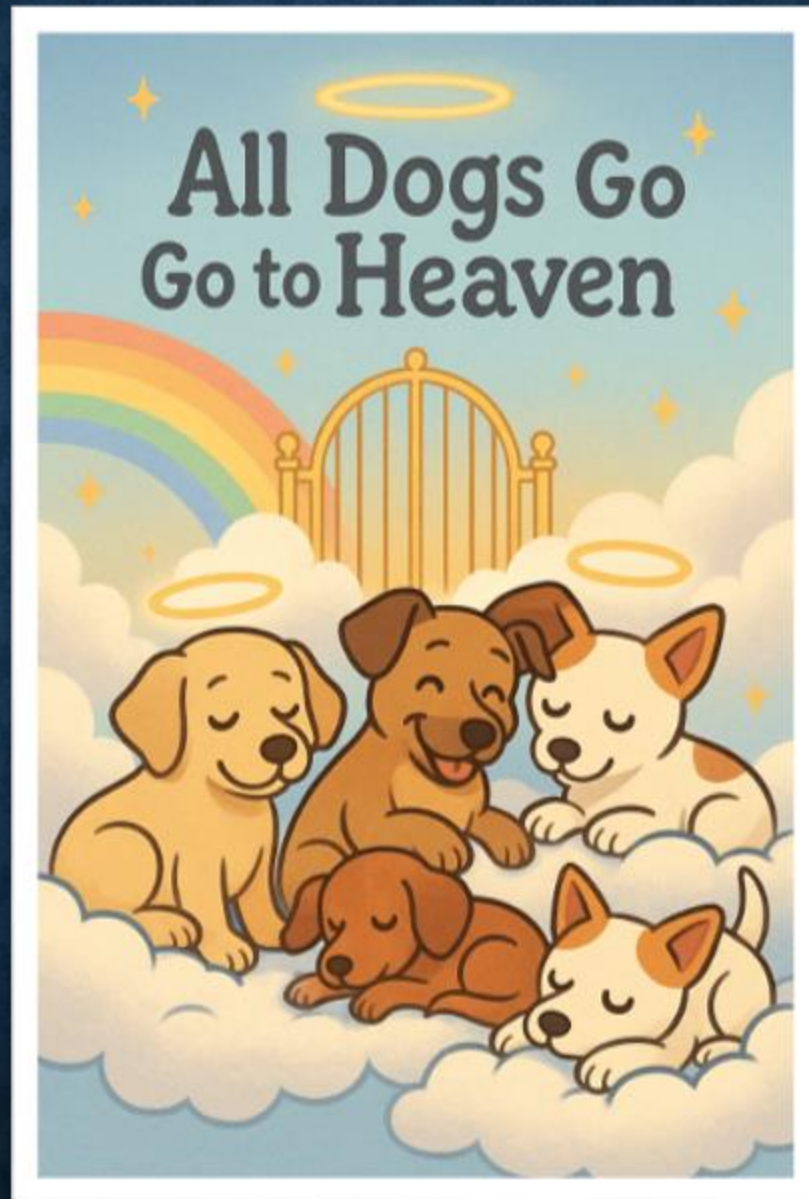
# **INTENTIONALITY ON 🔥**

**Cards That Build  
Trust, Networks, and Growth**



“ NO ONE CARES HOW MUCH YOU  
KNOW, UNTIL THEY KNOW HOW  
MUCH YOU CARE ”

Theodore Roosevelt





# PROVEN RESULTS



**From \$3,000 and a dream  
(2020) → \$4 Million in  
annual renewals (2024)**



**7 years in a row – Winner of  
local awards**



**300+ 5-Star Google Reviews**

# TRUST FRAMEWORK



---

**T-** Touchpoints – Map key client milestones

---

**R-** Relationships – The fuel behind your referrals

---

**U-** Unexpected – Create stories clients share

---

**S-** Service – Humanize the claims experience

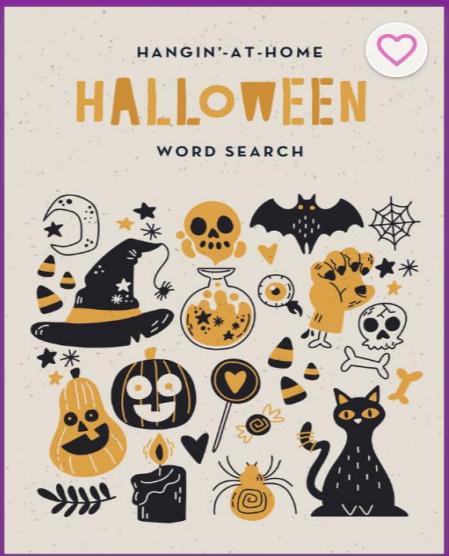
---

**T-** Thankfulness – Appreciation = Advocates

---

- Catalog
- Campaigns
- Contacts
- Gifts
- Pricing
- Account

PREV



# HALLOWEEN SPIRIT

Monsters are lurking and there are plenty of places to hide, especially in an envelope, to POP out when someone looks inside! Spooky fun is to be had when you send one of our Halloween inspired cards. From ghouls and goblins to cute kids and pets in costume galore, we've got what you need to make this holiday scary memorable!

More Cards

Q Search: What are you looking for?

- Holiday
- Thank You
- Well Wishes
- Build Your Own
- Love
- Celebrations
- Birthday
- Just Because

## Filter By Card Type

- PHOTO

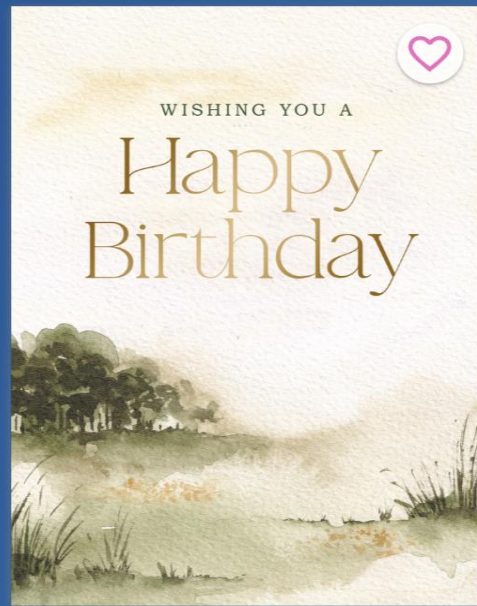
DROP
- I

YOU
- 

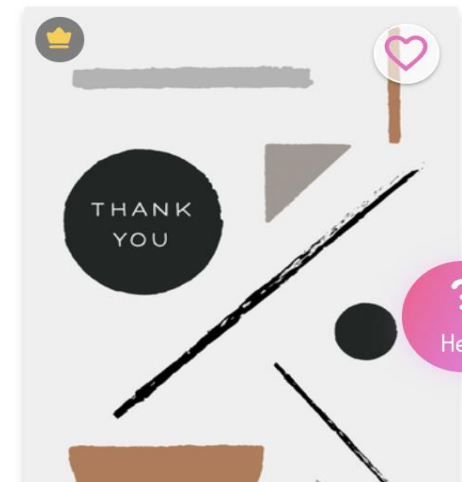
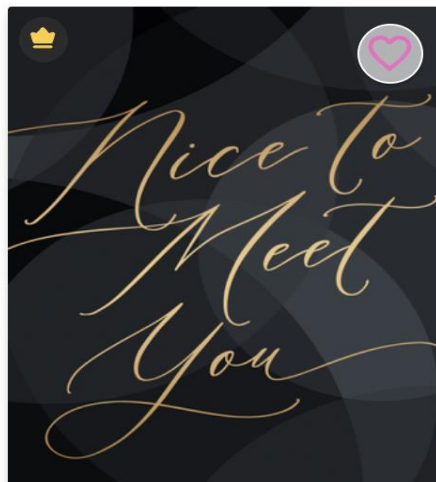
- ?

Help
-





# PROFESSIONAL



⊖ Close



## Card Preview



## Thank You

Let them know you appreciate them!

### Send Type:



Immediate Delivery  
Digital Card



**Printed Card**  
**Delivered By Mail**

Continue




Customize Card Options




Digital Card

Printed Card


Card Type:




Flat Card



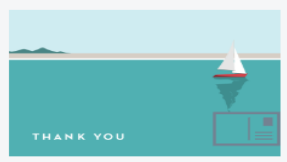
2 Panel



3 Panel



Big Card



Post Card

✓ Eligible for bulk send

Choose Paper Type:



Standard



Satin



Pearl

< Back

Continue

Add Another Card

Save as a Campaign

Convert to Digital Card

Subtotal: \$1.50

Shipping: \$--

Discounts & Savings Breakdown -\$1.50

 Unlimited Heartfelt

Heartfelt Discount -\$1.50

Cancel Order

Total: \$--

Step 1

## Add Recipient(s)

Add Recipients

Upload Recipients

Select the contact(s) you would like this order to be sent to.

Add Recipient(s)



Help



Most Popular

SEE A



Two Pack Chocolate Chip Co...  
PRICE:  
**\$5.98**



[VIEW DETAILS](#) [ADD GIFT](#)

Two-Pack Gourmet Fudge B...  
PRICE:  
**\$8.18**



7 Day Promptings Gratitude ...  
PRICE:  
**\$6.50**



Four Pack Chocolate Chip Co...  
PRICE:  
**\$9.98**





On-Going Access

### Casual

- ✓ Unlimited Digital ACTs
- ✓ Premium Images
- ✓ Card History
- ✓ Custom Card Backs
- ✓ \$3.40 Printed Card, US stamp included\*
- ✓ 5 Printed Card Credits
- ✓ Full System Access
- ✓ 15% Discount on Gifts
- ✗ 20% Discount on Gifts

☒ Subscribe & Save \$27.00<sup>mo</sup>
☐ One-time Purchase \$30.00

Downgrade Subscription

On-Going Access

### ACT

- ✓ Unlimited Digital ACTs
- ✓ Premium Images
- ✓ Card History
- ✓ Custom Card Backs
- ✓ \$4 per Printed Card, Stamp Included\*
- ✗ No Printed Card Credits
- ✗ Full System Access
- ✗ Discount on Gifts
- ✗ 20% off on Gift Shipping

☒ Subscribe & Save \$10.00<sup>mo</sup>

Add to Cart

On-Going Access

### Advanced

- ✓ Unlimited Digital ACTs
- ✓ Premium Images
- ✓ Card History
- ✓ Custom Card Backs
- ✓ \$2.80 Printed Card, US stamp included\*
- ✓ 15 Printed Card Credits\*
- ✓ Full System Access
- ✓ 15% Discount on Gifts
- ✗ 20% off Gift Shipping

☒ Subscribe & Save \$47.00<sup>mo</sup>
☐ One-time Purchase \$60.00

Downgrade Subscription

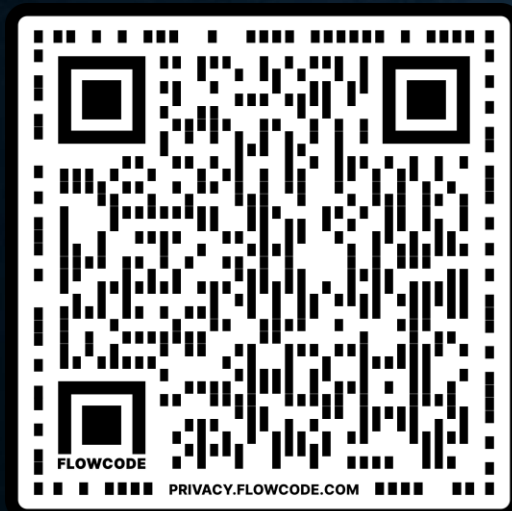
On-Going Access

### Pro

- ✓ Unlimited Digital ACTs
- ✓ Premium Images
- ✓ Card History
- ✓ Custom Card Backs
- ✓ \$2.20 Printed Card, US stamp included\*
- ✓ 50 Printed Card Credits
- ✓ Full System Access
- ✓ 30% Discount on Gifts
- ✓ 20% off Gift Shipping

☒ Subscribe & Save \$117.00<sup>mo</sup>
☐ One-time Purchase \$145.00

Purchase



Powersj@afore.insure  
Cell: 803-429-9622

# THE HUMAN ADVANTAGE IN AN AI WORLD

“In a world flooded with **automation, chatbots, and impersonal outreach**, what we do best—**connect, listen, and build trust**—is not just relevant, it’s **essential**.

Yes, **AI will help us**. It will make us **faster, smarter, and more informed**. But it **won’t replace us**.

In fact, it can **free us** to spend more time doing what we’re best at:

**Having real conversations**

**Solving real problems**

**Building real relationships**

This is our path back to **sales excellence**.

Not by **resisting technology** but by **embracing it as a tool to amplify our humanity**.”

— **Jeb Blount & Anthony Iannarino, The AI Edge**

# HAVE A PROCESS FOR EVERYTHING



Designate a point person



Set up a central channel



Leverage extra support



Use smart AI tools





# TOUCHPOINTS

## WELCOME

- Automatically trigger a card task via AMS once a policy is finalized
- Introduce Service team

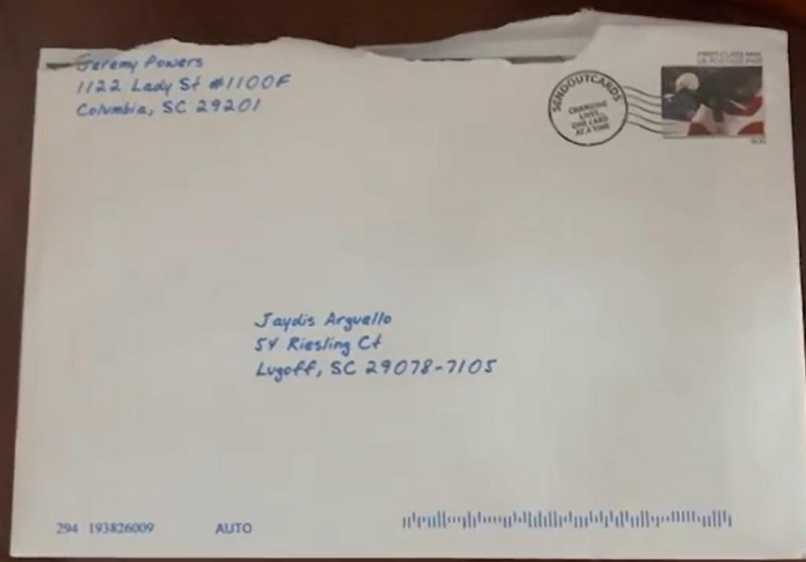
## CROSS-SELL & WIN-BACKS

- Send digital cards at key dates to re-engage and upsell

## & MORE

- Life insurance
- Pet coverage
- Young driver card

0:00



# RELATIONSHIPS



## MORTGAGE

- Celebrate clients
- Welcome new team members
- Top producer recognition



## REALTOR

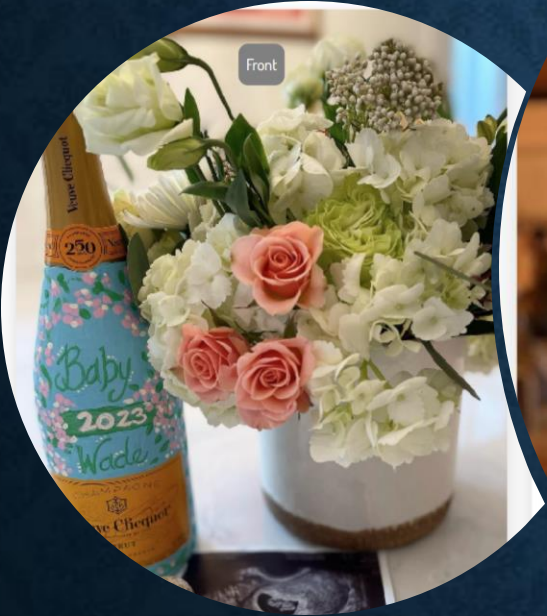
- Top producer recognition
- “Coffee on me” card



## BNI & NETWORKING

- New members
- Celebrate peers.
- Leverage niche groups





# UNEXPECTED

## BE A SUPERHERO

- Celebrate key moments in people's lives
- Highlight local heroes with social posts + cards
- Ask the community to tag heroes, then surprise them with recognition
- Share heartfelt shout-outs during peak scrolling hours (not just ads)
- Build brand awareness through genuine community connection



4



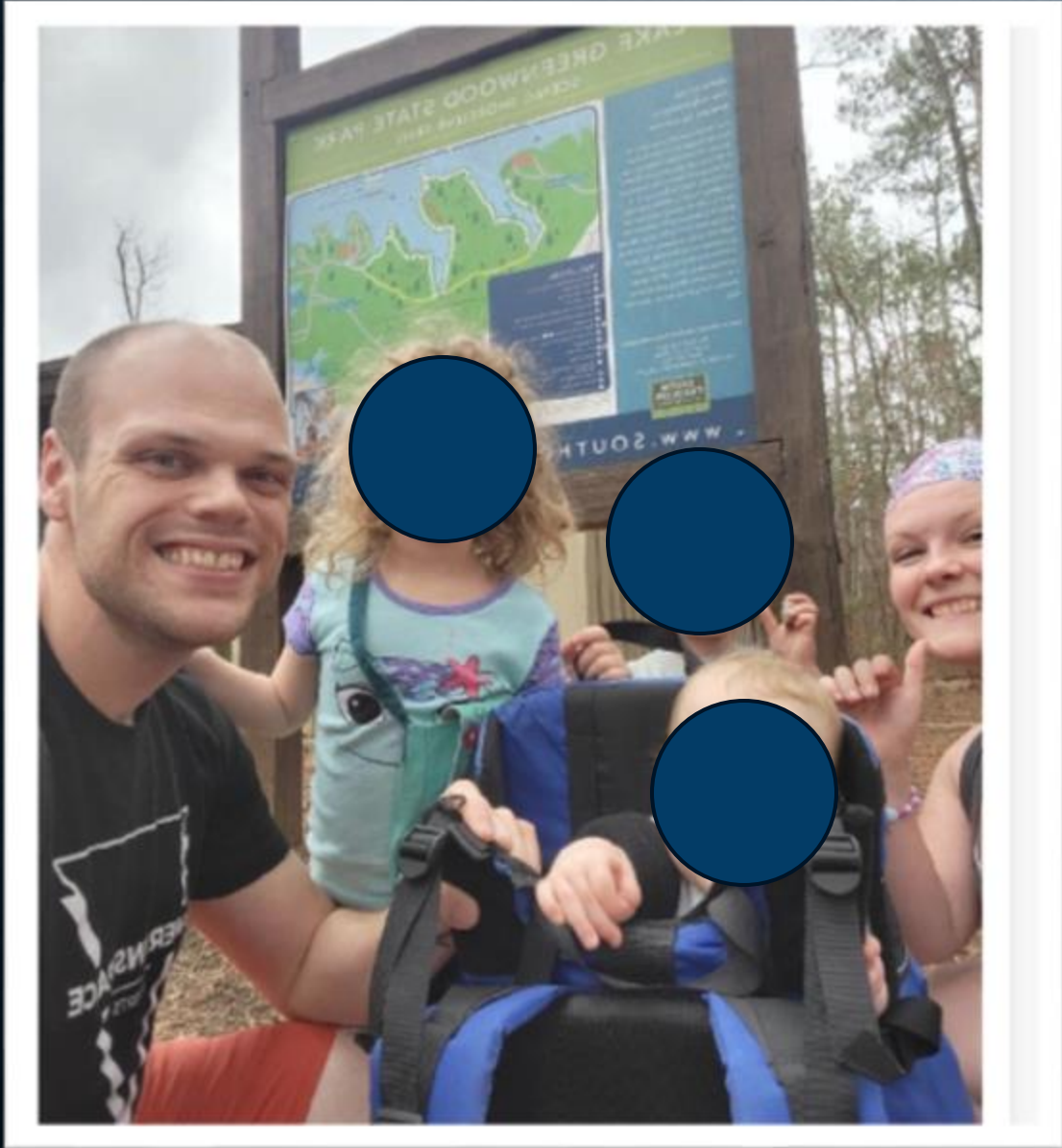
>



Thank you [Jeremy Powers](#) !! You have made this 11 year olds day!! We are so blessed to be surrounded by such kind and thoughtful people. Reach out to Jeremy Powers for any of your insurance needs!! He is the best in the business!



Powe





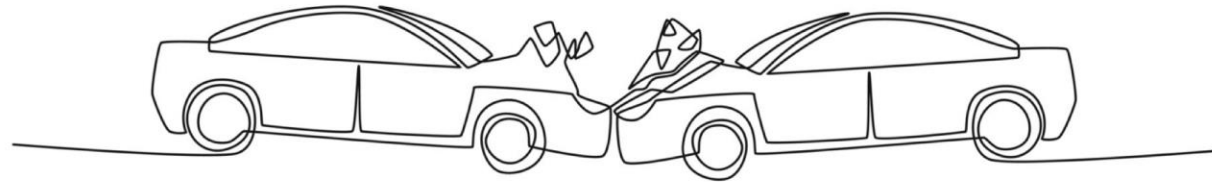
# SERVICE

## CLAIMS SUCK...

When to Send a Card:

- Any serious claim
- Any uninsured or not-at-fault.

**CLAIMS SUCK...**



**BUT BROWNIES  
DON'T**

# THANKFULNESS

- Thank clients for every referral
- Recognize your team for their hard work
- Appreciate underwriters and marketing reps for their support
- Acknowledge fellow agents who are always there to help





“

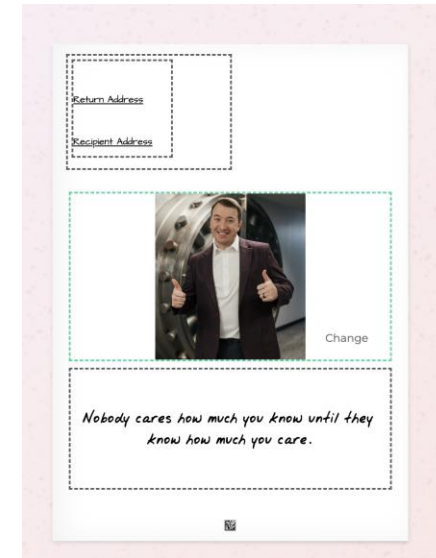
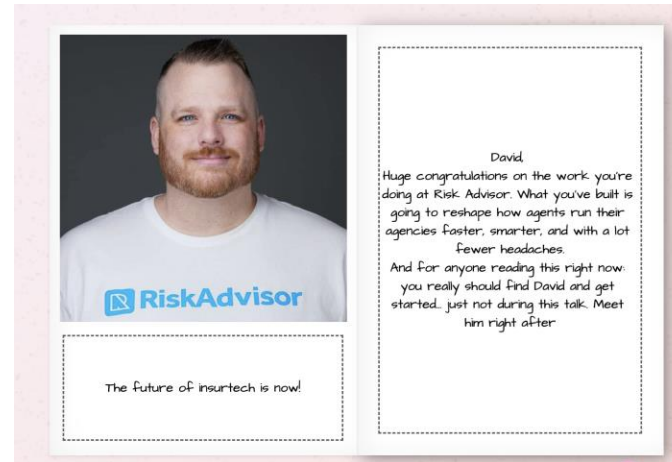
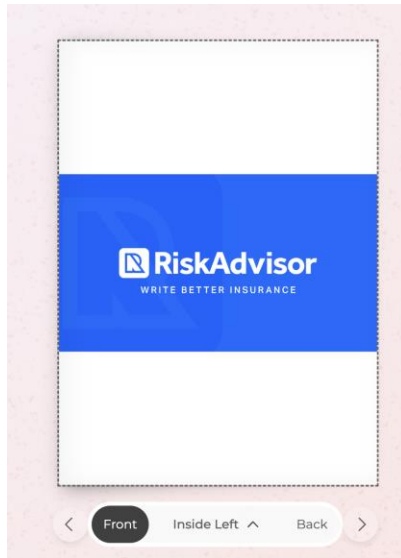
WHOEVER **SOWS** SPARINGLY WILL  
ALSO **REAP** SPARINGLY, AND  
WHOEVER **SOWS**  
BOUNTIFULLY WILL ALSO **REAP**  
BOUNTIFULLY.

”

**2 Corinthians 9:6**



# **THE DAVID WATSON COLLABORATION**



# CEO



David,  
Great dads create memories that last a lifetime. Grateful for  
your friendship and the example you set.

Psalm 127: 3

-Jeremy Powers



# #1 DAD



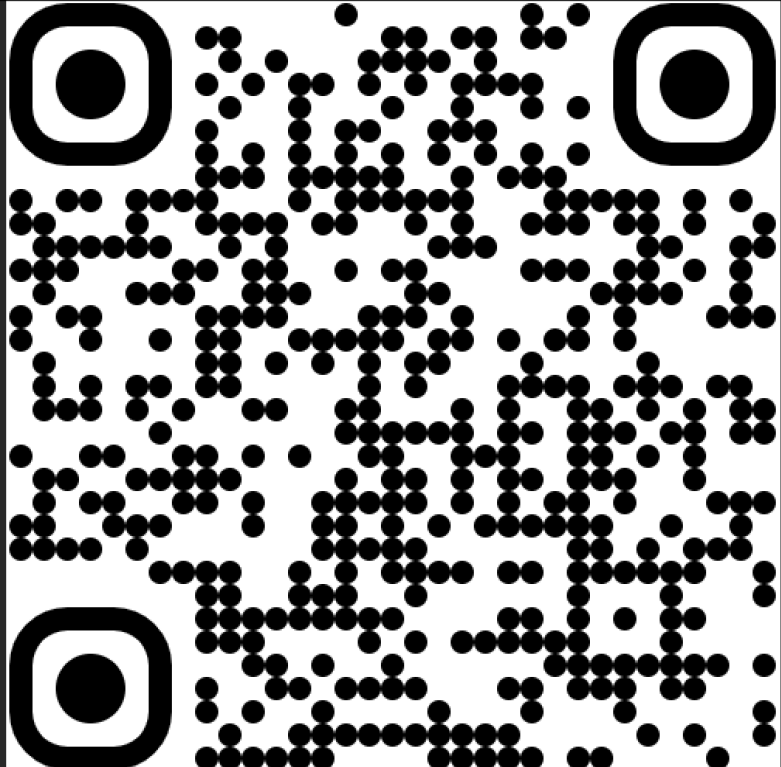
Renewals > Touchdowns

David,  
Brady's happy he got  
drafted. Not because of  
the rings-but because  
otherwise he'd be at this  
conference, trying to  
figure out how to compete  
with you.



# NEW CAREER PATH





“ NO ONE CARES HOW MUCH YOU  
KNOW, UNTIL THEY KNOW HOW  
MUCH YOU CARE ”

Theodore Roosevelt