

We want you to know™



Broker Rep A

NEW Broker Builder Website

Target Audience

Aetna Medicare Broker Reps, General Agents (GAs) and Field Marketing Organizations (FMOs)

Description

Personalize, then download new marketing materials TODAY to grow your business. Simply:

- 1) Request your unique username and password from your supervisor or Broker Representative
 - a. Your Broker Representative may need to place orders for you until your username and password are available.
- 2) Log onto www.aetnabb.com
- 3) Select the piece you want to personalize
- 4) Save it to a folder on your desktop or a disk
 - a. This step is particularly important for personalized files you'll want to use often, as the site will delete all saved files once you end your session.
- 5) Email or take the final, personalized artwork to the printer of your choice

Materials Available Today

1. Recruitment Email – Are you ready for your biggest opportunity in years?

- 1 Aetna Medicare version available (for use by internal reps only)
- 3 FMO/GA versions available – same message, different looks; all include ability to add logo
- Personalize, imbed in the body of an email, then send to your list of prospective brokers
- Currently accessible through Microsoft Outlook only, so your Broker Representative may need to send your emails if you use another program (e.g. AOL, Comcast, etc.)
- When using Microsoft Outlook, make sure your preferences are set accordingly, or the file will insert as an attachment, vs. in the body of the email
 - i. Instructions are available on www.aetnabb.com, but here are a few extra tips:
 1. When in Outlook, before you open a new email, go to Tools > Options > Mail Format Tab, then select HTML message format
 2. Make sure your cursor is in the body of the email before selecting to imbed the image in the body of your email



2. Recruitment Direct Mail – Are you ready for your biggest opportunity in years?

- 3 versions available – same message, different looks; all include ability to add logo
- Personalize, save to your desktop or disk, then send to the printer of your choice to mail



3. Recruitment Flyer – Are you ready for your biggest opportunity in years?

- Insert in mailings or distribute at industry events to grow your business
- Personalize, save to your desktop or disk, then send to print or to the printer of your choice



4. **Lock-In Brochure – Learn about the Medicare prospects you can still enroll right now!**
 - 2 versions available (make sure you select the right one!):
 - i. Mid-Atlantic and Northeast Regions
 - ii. North Central, Southeast, Southwest and West Regions
 - Personalize your region’s version, save to your desktop or disk, send to your printer to mail



5. **Business Card – Show that you’re authorized to sell Aetna Medicare**
 - Personalize, save to your desktop or disk, then send to the printer of your choice to mail



Access

- All materials are available NOW on www.aetnabb.com
- Check site regularly for new materials

Access Requests:

Broker Representatives – to obtain access, please notify your supervisor.

Brokers – to obtain access, please contact your Broker Representative.