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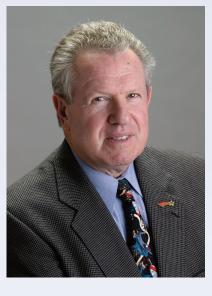
AmeriPlan® Today ~

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Message from the Editor

Welcome to the inaugural issue of AMERIPLAN TODAY, our brand new electronic newsletter. It has been some time since we published a newsletter and to keep up with the times, we felt the pull to go digital, and so we have. AMERIPLAN TODAY will be a tool for keeping you informed as to the major happenings at AmeriPlan. We will cover events, bring you testimonials...both opportunity and product, highlight training and provide a medium for

featuring recognition of Benefit Consultant accomplishments.

This newsletter is an important tool for you to use in building your business and creating credibility for you and AmeriPlan. With our twenty-fifth anniversary just around the corner, we will be highlighting some of the important happenings of the past twenty-five years. We fully believe that the strength and credibility of the Company, as evidenced by its' longevity, should be a powerful tool for you in selling and recruiting.

It is also very important to note that AMERIPLAN TODAY is a cooperative effort between the Benefit Consultants in the field and your support team at Corporate. Remember, we are all in this together. We are going to encourage you to suggest topics for us to cover that you feel will help you build your business. We will also encourage any of you that would like to write a testimonial or article, to feel free to do so. AMERIPLAN TODAY will be published monthly and will be posted in your back office for your convenience.

Let us know how we are doing and Good Luck!!!





From the Desk of: Dennis Bloom – *Chief Executive Officer*

We would like to welcome you to the first issue of AmeriPlan TODAY, our fresh, new e-newsletter. While we have had many great AmeriPlan Yesterdays during the past twenty-four years, we are much more excited about our AmeriPlan Today and Tomorrow.

Needless to say, we have much to be pleased and excited about when reviewing our history, but "You ain't seen nothing yet", when compared with what will be in the future. The incredible new AmeriPlan **Jump Start Bonus Program**, being the first of many new and innovative approaches to marketing in the Social Media world. Never let it be said, that we don't catch up with the times.

As you may already know, changing the nomenclature from IBO to Benefit Consultant (BC), fits right into how we are going to be presenting ourselves from now on, because benefit consulting is what we do and Benefit Consultants are who you are.

AmeriPlan has always been known for the exceptional residual income opportunity that it presents to those that are willing to work for it and stay in the game. Now with the **Jump Start Bonus Program**, which has been accepted by the field with great enthusiasm, we also have an outstanding opportunity to earn big up-front money from day 1. You now have daily, weekly and monthly income sources...just get out there and make it happen...

Thanks for all that you do!







From the Desk of: Daniel Bloom – Chief Operating Officer

These are very exciting times at AmeriPlan.

The introduction of the incredible new **Jump Start Bonus Program** has been nothing short of incredible, and the initial open enrollment has launched without so much as a hitch.

Thanks you all so much for your vision to see what **Jump Start** can do for your business, the Company and you and your family. You are now dealing with the best of all world...great up-front bonus money and the industry's best residual back end.

We are particularly proud of our operations and IT department for getting all of the moving parts done in record time without any issues. Once again, we have lived up to our commitment of "*Delivering on the Promise*".

There is no doubt that we are ready, and from what we are seeing and hearing, it seems pretty clear that you are ready. So let's get it going.

There is nothing that we would like better than to be sending each and every one of you new daily, weekly and monthly commissions and bonuses. The goal is set and the path is clear.

Make **Jump Start** your key to financial freedom...Good Luck!







We hope that you are reaping the rewards of participating in the incredible **Jump Start Bonus Program**. Frankly, we were extremely pleased by the acceptance of this program by the Benefit Consultants and by how many of you chose to participate yourselves, and how many of you have shared the benefits of **Jump Start** with your team members.

By the time you read this, you may already be the recipient of one or more **Jump Start Bonus** and/or Team Building Bonuses. Hundreds of Benefit Consultants have shared in tens of thousands of dollars in bonus money...Congratulations!...and this is just the beginning.

Don't forget the importance of getting your three active and qualified **Jump Start** Benefit Consultants to make you Team Building Bonus Qualified, or your five, to become a **Jump Start SUPERSTAR**. In addition to the \$500.00 **SUPERSTAR** Bonus, you will then be receiving \$300.00 Team Building Bonuses every time you qualify, rather than the standard \$200.00. That is a 50% increase that becomes your permanent Team Building Bonus amount for each Team Building Bonus that you earn.

Let us not forget that in addition to all of this great bonus money that you will be earning, you are also fueling the most dynamic residual income program that will keep on building and creating wealth and financial security for you and your loved ones. If you don't believe that, just look around at the hundreds of AmeriPlan Benefit Consultants that have built a significant on-going monthly residual income, and get paid year after year for work that they did one-time.

Do not let this opportunity get by you...you are in the right place at the right time with AmeriPlan and the **Jump Start Bonus Program**!



A very important part of the AmeriPlan Business for you and your TEAM members is that of awards and recognition. It is wonderful that you are well compensated for your accomplishments, but it is also important that there are suitable awards and recognition. Here are all of the award and recognition elements that you have access to along with what it takes. Go For It!!!

Pin Level Promotions:

To promote to Regional Sales Director (RSD) a Business Consultant (BC) must personally enroll 10 new members or 10 new Qualified Benefit Consultants or any combination of members and qualified Benefit Consultants. Do this in 30 days and earn a \$300 Fast Track Bonus

Senior Regional Sales Director (SRSD) - to attain SRSD you must be an Active Qualified RSD and must have at least three (3) Qualified first level Active, RSDs

Executive Sales Director (ESD) - to attain ESD you must be an Active Qualified SRSD and must have at leastsix (6) Qualified first level Active, RSD

Senior Executive Sales Director (SESD) - to attain SESD you must be an Active Qualified ESD and must have at least nine (9) Qualified first level Active, RSDs

National Sales Director (NSD) - to attain NSD you must be an Active Qualified SESD and must have at least twelve (12) Qualified first level Active, RSD

Field Vice President Pin Levels: To qualify to start on the "Journey to NVP" you must be an Active National Sales Director and a member of the President's \$50,000 Club

Regional Vice President: Personally be a President's \$50,000 Club member and have two (2) President's 25k club or higher members in your first four levels. One (1) of the two must be on your first level

Senior Regional Vice President: Personally be a President's \$50,000 Club member and have four (4) President's 25k club or higher members in your first four levels. One (1) of the four must be on your first level

Executive Vice President: Personally be a President's \$50,000 Club member and have six (6) President's 25k club or higher members in your first four levels. Two (2) of the six must be on your first level

Senior Executive Vice President: Personally be a President's \$50,000 Club member and have eight (8) President's 25k club or higher members in your first four levels. Two (2) of the eight must be on your first level

National Vice President: Personally be a President's \$50,000 Club member with \$10,000 in Personal MR and have: Four (4) National Sales Directors on your first level, Three (3) National Sales Directors on your second level, Two (2) National Sales Directors on your third level and One (1) National Sales Director on your fourth level. New National Vice Presidents earn a 1% override on the 5th generation and below Sales Group Monthly Revenue. The 1% override pays downline to the 3rd generation of NVPs



Millennium Club: Earn \$1000 a month on your monthly residual check
Presidents Club (25k, 50k, 75k): Total of your monthly residual check annualized
Founder Club (100k thru 450K): Total of your monthly residual check annualized
Signature Club (500K thru 1million) Total of your monthly residual check annualized

Cadillac Club:

If at any time your Earned Income is \$50,000 in any 12 month period you will qualify to drive a Cadillac and AmeriPlan will make the payment Earned Income will include advances, personal and team residuals

You will need to maintain \$4000 or more in Earned Income, each month for AmeriPlan to continue to make 100% of the payments

Centennial Club:

Any BC or Sales Director that enrolls Members/BCs and accumulate 100 Points in a calendar month will be included in the exclusive Centennial Club.

Points earned as follows: Grow your business by repeating 100 points in a calendar month for 12 consecutive months to earn SPECIAL recognition and a BONUS of \$2,500.00! Recognition consist of Dennis and Daniel Diamonds and Dynamo Monday Calls

Dental Plus 10 points AmeriPlan MED Plus 10 points AmeriPlan Combo 10 points

Monthly Sales Team Bonus:

Each Sales Director will have the opportunity to earn a \$500 Sales Team Bonus when their Sales Team enrolls 50 or more members in a month

A Sales Team is comprised of the Sales Directors personally recruited Qualified BCs and their BCs and membership enrollments until a BC reaches RSD. Once they reach RSD they will begin to build their own Sales Team and be eligible to participate in the Sales Team Bonus

Weekend Getaway Trip and Cash Bonus:

Each month we will take a snapshot of you and your Sales Team's last 12 months of membership production and if in that 12 months you and your Sales Team have enrolled a minimum of 50 memberships each month and at least 450 are still active the Sales Director will qualify for a trip and a Cash Bonus of \$10,000







Winners will get to choose from a list of destinations, i.e. Las Vegas, Cancun, Key West, New York and many more. All trips will be for two, the Sales Director and their guest

Ameriplan Council of Eagles:

Earn points for each membership, BC or promotion you achieve. The points are then totaled each month for 12 month and it resets every July1st. The Top 3 get special recognition. The points are below

Dental Plus

Initial Signup Points = 25 Recurring Draft Points = 50

Med Plus Initial Signup Points = 25 Recurring Draft Points = 50

Deluxe Plus

Initial Signup Points = 40 Recurring Draft Points = 80

Promotions

Regional Sales Director Regular Points = 100 Fast Track Points = 300 Senior Regional Sales Director Regular Points = 200 Executive Sales Director Regular Points = 300 Senior Executive Sales Director Regular Points = 400 National Sales Director Regular Points = 500



We want to have the opportunity to recognize you and your team members in future issues of AMERIPLAN TODAY!, so make it happen!



If you did not attend the Summer Blast held at The Marriott Hotel at The Shops of Legacy, on Saturday, July 30th, you missed a great event. This all-day event that was magnificently organized by NVP's Janie Jones and Lionel Burks, was jammed full of substance that the attendees can use to further their goals and objectives in building their AmeriPlan business.

The day began with a tour of the AmeriPlan Corporate offices and then



progressed to a brief meet and greet at the hotel. The working session then featured a Business Briefing, with numerous guests present to hear the AmeriPlan story for the first time.

After a fun lunch with new and old friends, the Blast was on and the action began. AmeriPlan Co-Founder, Dennis Bloom, did a masterful job of explaining what the **Jump Start Bonus Program** is, how to present it and the difference that it can make to the income of those Benefit Consultants that embrace it as a way of doing business. Dennis and Co-Founder, Daniel Bloom, then surprised the audience by presenting the initial **Jump**



Start Team Building Bonus checks to the top-ten earners in the first run. It was very exciting as checks from \$1,000 to \$6,000 were distributed unexpectedly.

Following this session was AmeriPlan Corporate Director of Social Media, Michael Insuaste, showing those gathered how to optimize some of the Social Media opportunities available for building your business. Wrapping up the first part of the afternoon session was Barry Friedman AmeriPlan Senior Vice President of Sales and Marketing, showing the attendees how to better communicate their message with prospects and the incredible

wealth building value of AmeriPlan Residual/Legacy Income.

The balance of the afternoon was a workshop on how to build your business online and offline, one at a time or in groups. These sessions were masterfully hosted by Lionel Burks and Janie Jones, and a team of field leaders and doers. The end result was that everyone in attendance felt that the time and expense to attend was well worth their while.



For those of you that attended, congratulation on your vision! For those of you that missed it, don't miss the next one!





Open Wide/Oral Health

This regular feature in the new AMERIPLAN TODAY will highlight facts regarding the importance of a diligent Oral Health program. You may or may not realize that most disease begins in the mouth and can be prevented by good oral health habits

In future issues we will be featuring and discussing some of these concerns and how you can improved your overall health and how you can use this information to help build your business



Social Marketing

Social Marketing is a critical part of our world and of our AmeriPlan Business. In future issues of AMERIPLAN TODAY, we will be sharing information on how you can make the most of the resources and tools available to



you. We will be presenting ideas that we have developed at the Corporate level as well as some that have been developed in the field. Keep an eye on the direction that we are moving with Social Media

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