



# SERVICE-MINDED LEADERS

HOW MILITARY VETERANS JAKE & BELLE CRAUSE BROUGHT  
SERVICE FROM THE BATTLEFIELD TO THE ALLIANCE PG 14

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# WHAT IS NEW?

A LETTER FROM ANDY ALBRIGHT

**H**ELLO TO ALL MY FRIENDS AND MEMBERS OF THE ALLIANCE!

As we head toward the midpoint of 2021, I wanted to take a minute to give you an update on several things going on as we roll toward July, which is a time when many of us take stock of what we've done this year and what needs to happen in order for us to hit our annual goals.

I had the chance to meet and talk with many of you at several "Heavy Hitters" bootcamps we held around the country in March and April. We will continue to hold these moving forward as it offers us a chance to reach more people in more places all over the United States. There is a big one happening in Burlington, N.C. in early May, which you can find out more about inside this magazine. I hope to see you at that event!

Many of you have qualified for our 40 40 Fight Club and are rocking

your limited edition apparel and prizes we are sending out to winners. Several winners are recognized in this magazine.

You can find out all about the 2022 trip we are taking to Alaska in this issue as well. Make sure you are tracking where you stand on winning this trip. We've provided a poster in the middle of this issue that will help you track your progress. We hope you will post it in a spot where you can see it daily as a reminder of where you stand.

Our newest partner carrier is Americo, one of several new carriers we've added in the last year. Our representative is Will Coatney, and we've had a blast getting to know him and his company. You can find out more about Americo inside this magazine.

You will see names and faces of our Super PAC (Producer Appreciation Chart) agents, who

are killing it this year. There's a list of our top videos that we hope you are sharing with people all over the country. We also have our regular Q&A question and the crossword puzzle too.

There's so many exciting things going on at The Alliance this year. The world has been different in the last year, but we have fought hard to push through any and every challenge we've been faced with. I want to tell you how proud I am to have you on our team.

I look forward to seeing you in the near future, and in person! Now is the time to figure out where you are right now, and to decide where it is that you want to be before the end of 2021.

Shickyboom!

# BUILDER PROMOTIONS

THE ALLIANCE would like to congratulate the following agents for being recognized in our “Builder Promotions” feature in this magazine. This is a group who have hit a new personal record level and are certainly poised to keep moving up the charts. We predict exponential growth from this elite group of agents in 2021 and want to encourage them to keep raising the bar!  
#N247RU



MARCUS & KARLA RICHARDSON



NOEL WILSON



JOSEPH TU



STEVE MAXIM



# What's new

On Feb. 24 2021 The Alliance ARC Team launched new and improved Dashboards under the My Business Tab on arc.naaleads.com.

There are 5 Dashboards that quickly show an agent their Sales, Recruiting, \$ by Direct Leg, \$ Agent List, and My \$ Chart.

## Sales Dashboard



View your weekly and monthly personal production with a bar chart showing the IP AP and a line displaying the app count.

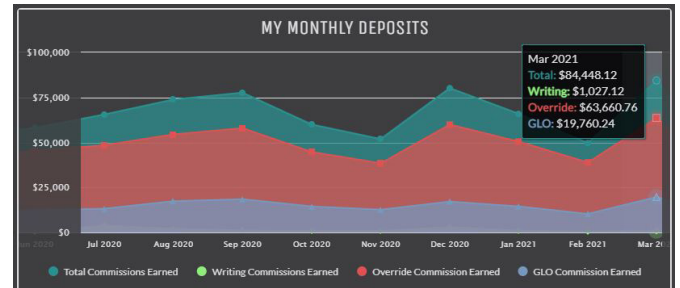
Total Hierarchy charts are also available that illustrates Team IP Volume and Unique Writers.

Easily see everyone on your Team's last 3 Deposits, Month to Date (MTD) Deposits, and Year to Date (YTD) Deposits.

## Team Deposit Tracker

↓ Last 3 Deposits	MTD \$	YTD \$
\$17,626.18	\$31,156.38	\$256,593.56
\$17,312.15	\$17,312.15	\$24,908.79
\$17,121.20	\$24,057.97	\$85,995.46
\$15,757.37	\$32,821.07	\$236,558.14
\$14,964.22	\$27,836.50	\$179,171.64
\$14,632.15	\$27,703.52	\$217,122.66

## My Deposit Summary



Visual breakdown of commissions in a weekly and a monthly view. Writing, Override, and GLO commissions are broken out so the agent can see both their sales and recruiting efforts and how that attributes to their total deposit.

"Agents that are N247 look at their dashboards a few times a week to visually see the fruits of their labor. With a few clicks anyone can quickly tell if their business is growing or if they need to make an adjustment or 2 to get their desired results. It's FUN to help the agents that are working WIN ... and WIN BIG!!"

*Rollin B*  
 CHEIF OF ARC OPERATIONS



# 40 40



# FIGHT CLUB

FIGHT FOR PROSPERITY. FIGHT FOR INSPIRATION. FIGHT FOR ETERNITY.

## **N247RU**

## **THE 4040 FIGHT CLUB IS NOW OPEN FOR ALL CONTENDERS!**

**ANYONE AND EVERYONE** IS INVITED INTO THE RING!  
ANYONE WITH A BIG ENOUGH WANT TO WILL SURVIVE AND THRIVE IN THIS RING.  
THIS RING IS NOT FOR THE CONTENTED, IT IS NOT FOR THE SATISFIED,  
**IT IS FOR FIGHTERS!**

THIS RING WILL NOT MEASURE THE SIZE OF THE DOG IN THE FIGHT,  
IT WILL EXPOSE THE SIZE OF THE FIGHT IN THE DOG!

**40 APPOINTMENTS PER WEEK – 40 APPROACHES PER WEEK**

CLIMB OVER THE ROPES  
**BE FOCUSED ON THE FIGHT FOR PROSPERITY, INSPIRATION, AND ETERNITY.**



# Q&A

## What are you doing to hit 40 40 Fight Club consistently?

### Terry Edwards



“By focusing on being an example for the organization and going partner with Integrity. Tia and I are intentional about doing both sides of The Alliance System ... sales & recruiting!”

### Jerra Gonzales



“I’m buying new leads every week, using GMR, calling current clients and working referrals. For recruiting, I’m working warm market, calling responders, booking interviews every week and also working my social media pages to reconnect with my network.”

### Olga Mathis



“We are excited about 40/40 because it “tricks” us to help more people and make more money. We get to talk to more people to help them cover their families with insurance and talk to more people to help all our clients and give the opportunity to change

their lives. When Andy Albright started to talk about 40/40 I got so scared that I started to cry in a zoom call with a bunch of people because I thought I could not do it! But now I have gotten used to it! Now I’m doing it and making a lot more money!! Thank you so much Andy and Jane for pushing us to our best!”

### Jerry Burbage



“We increased our leads, starting working more with our current clients and on the recruiting side we have started talking to our warm market more about the opportunity as well as people we meet when we’re out and about on our normal daily routine. It’s not about adding

something extra into our lives. It’s more about making it a part of our lives daily to give people the same opportunity we’ve been given.”

### Tim Long



“The key to hitting 40 40 is being consistent. We are working our tails off and burning the candle at both ends! That’s the best way I know to hit 40 40 regularly.”

### Stephany Rodriguez



“The biggest things that I am consistently doing are setting 40 appointments and sitting on as many of them as possible. 40 contacts is not as hard as it sounds. I stopped being selfish and started offering this opportunity to everybody I come in to contact with including the grocery

store clerk, the gas attendant, my clients, even my friend who already has a job. And then I just write it all down. I also write my goals down and it helps keep me focused on doing it week after week.”

# PROGRESS TRACKER

550K



440K

220K



**125K CR.**

Alaska for Two

**220K CR.**

Alaska for Two,  
Seattle for Two

**440K CR.**

Alaska for Four,  
Seattle for Two



125K

75K

50K

550K CR.

Alaska for Four,  
Seattle for Four

220K

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CREDITS

Alaska for Two

**220K**  
CREDITS

Alaska for Two,  
Seattle for Two

**440K**  
CREDITS

Alaska for Four,  
Seattle for Two

**550K**  
CREDITS

Alaska for Four,  
Seattle for Four

View more details at [www.naaleads.com/contests](http://www.naaleads.com/contests). Earn marketing credits with eligible personal production PLUS Bonus marketing credits for each NEW Qualified builder level you achieve in 2021 (for Business Developer, Business Promoter, Team Builder, Team Leader and Key Leader). Annuity Sales count 10% toward marketing credits. Contest period: January 1st - December 31st, 2021. Rules subject to change. \*New agents only. See full contest webpage for details.

### BONUS CREDITS

Earn  get 10K credits.

Earn  get 10K credits.

Earn  get 10K credits.

Earn  get 10K credits.

Earn  get 10K credits.

**Earn 10K credits with 1st app\***  
with Foresters & CFG





*Come with us!*

**W**E'LL START OFF IN SEATTLE, Washington. Nicknamed the Emerald City for its verdant forests and parks, Seattle is also all about the water. Explore the Northwest landscape at Discovery Park, stroll along Elliott Bay at the Olympic Sculpture Park, seek out the Seattle Center, home of the Space Needle, or check out the Museum of Pop Culture.

In the afternoon, you'll join your Alliance family on one of the world's most innovative ships, Royal Caribbean's Ovation of the Seas. The ship is filled with edge-of-your-seat entertainment and dining that defies the imagination. Get ready to discover a world of new experiences like hanging ten on the FlowRider® surf simulator, scoring 300-foot-high views from the North Star®, feeling the thrill of free-fall on RipCord® by iFLY®, and sipping handcrafted cocktails paired with surreal views in Two70®.

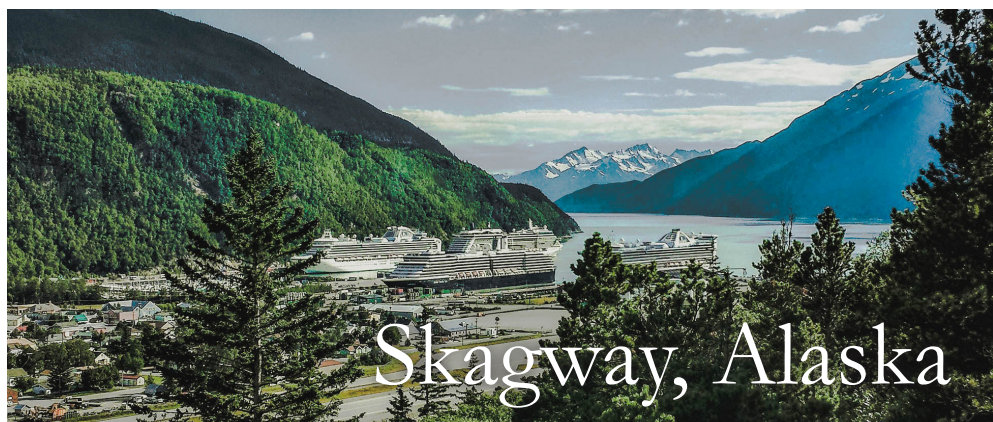
And then, you're off to Alaska! Get an up-close view of Alaska's wild seascapes, no matter which direction you look. Sail through ice-carved fjords flanked by sky-piercing mountains, and see coastal towns only accessible by boat or air!



# Juneau, Alaska



From coffee shops to local pubs, Juneau's food scene is all about seafood and simple fare, like burgers and sandwiches. If you're craving a cold one, be sure you try Alaskan Brewing Company's Alaskan Amber or Smoked Porter— they're both local favorites.

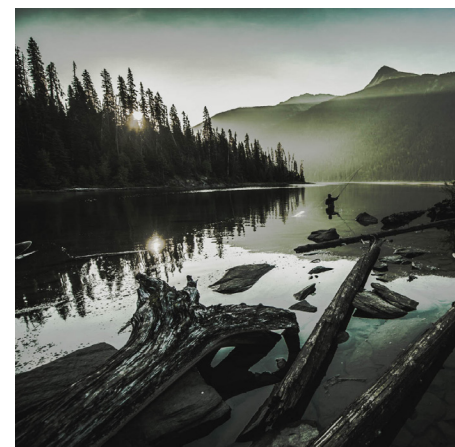
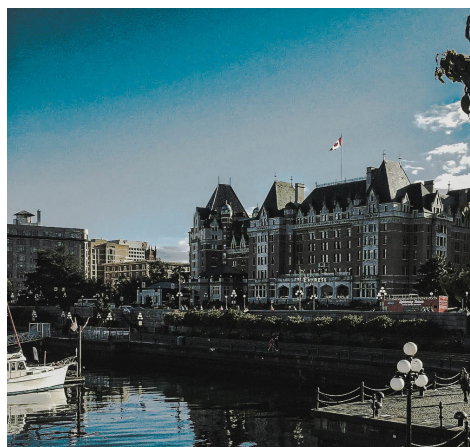


# Skagway, Alaska

Prepare to be blown away by breathtaking Alaskan scenery while riding in a vintage rail car along the White Pass and Yukon Route narrow-gauge railway. See Bridal Veil Falls, Dead Horse Gulch and Glacier Gorge unfold before you while climbing the 2,885-foot incline of White Pass.

# Victoria, British Columbia

As one of the oldest cities in the Pacific Northwest, Victoria delivers a delightful blend of romantic British pomp and outdoor Canadian pursuits. Culture seekers and adventure junkies alike get their fill at the southern end of Vancouver Island. Here you can admire traditional Victorian architecture at Craigdarroch Castle and eat your way around Canada's oldest Chinatown.



Your journey through scenic Endicott Arm Fjord ends with a front-row view of Dawes Glacier. Standing over 600 feet tall and a half-mile wide, this very active icecap is known for its spectacular calving displays which produce huge, chunky icebergs.

# Endicott Arm & Dawes Glacier

# Seattle, Washington

Explore Seattle from a multitude of perspectives. Head to Lake Union, where you can go on a sightseeing tour and take in views of the city by plane. Climb to the top of the iconic Space Needle where the views of the Cascade Mountains and Elliott Bay can't be beat. Immerse yourself in Pike Place Market, the city's buzzing heartbeat. Grab an espresso and stroll along the produce-filled farm stands and artisans selling their crafts.



*Shopping in Seattle means a visit to Pike Place Market — first opened in 1907, the historic marketplace is the go-to spot not only for fresh produce but also for artisan crafts ranging from handmade jewelry to ceramics and beauty products.*





# SERVICE-MINDED LEADERS

**J**AKE AND BELLE CRAUSE are no strangers when it comes to being part of an elite, special and — most importantly — winning team.

The Crauses both had impressive military careers in the Army, where they couldn't always tell people what they had done.

Now, they can tell the world and invite them to join The Alliance too.

Jake remembers the first time he saw Belle was right after finishing basic training in the Army in Huntsville, Alabama.

Jake, who served for 22 years before retiring in September of 2018, was in a break room when Belle walked in the room.

"I was struck by her immediately," Jake said of seeing his future wife. "She was pretty, she had a great

smile, and she doesn't remember meeting me but that was how we met."

If Belle had followed the path of most people in the small town where she grew up in southeastern Kentucky, she would never have met Jake.

Belle was the first in her family to graduate from high school. Her family's home didn't have running water until she was a teenager. Most women in her town were married and had children before they turned 20. It was a poor town, where people don't dream big and most never leave. Belle wanted more.

She read about different places in the world. An army recruiter came to her school when she was 13 and told her she had options. That gave her the lifeline she needed to live

a different life than the people she grew up around. Belle knew she was going to join the Army.

"I couldn't fathom staying where I was," Belle said. "Once you get a taste of that freedom and get a taste that there could be more, you starve for it. You are always after the next level of how you can do more and how you can do better."



On the other side of the country, Jake grew up south of Seattle,

Washington, in a town called Kent. As a young boy, Jake went to a state fair and saw an airplane show. He knew the sky was where he wanted to be when he grew up. While Jake had opportunities, he didn't have enough money to attend college.

Jake's path was the Army. It was also his ticket to become a pilot.

After meeting at basic training, the couple dated for about six months. They were married on a beach in Florida as they were finishing up Explosive Ordnance Disposal training. Jake deployed a week later. This was basically the routine during the next 22 years.

Belle served for eight years in the Army but was badly injured during an explosion in June of 1996. The blast at the Khobar Towers in Al Khobar, Saudi Arabia killed 19 people and threw Belle across the room, injuring her back.



"There's days where she is down because of her back. She takes away my excuses and a lot of other people's excuses by going out and still doing that," Jake said. "Her military service was very significant, and I want everybody to know that."

As Jake continued deploying for months at a time, Belle raised the couple's two children – Heidi and Jacob. Eventually, Jake joined a Special Operations Aviation Regiment called the Night Stalkers. He flew in more than 15 combat deployments, some of which movies have been made about.

As Jake clearly had an identity with the military, Belle was losing her role as stay-at-home mom. Her kids were adults, and she needed to find a new purpose.

"I was looking for something more when the opportunity of The Alliance came around," Belle said. "The kids had gotten older, and I was getting into a new phase of life where it wasn't so centered around raising the children and the home front as much. That's when this opportunity came along."

In 2016, Jake was still in the military, but kept seeing fellow Night Stalker Brandon Bules talking to people on

the phone or listening to conference calls. Jake finally asked Bules what he was doing. Jake wanted no part of sales or insurance, but he thought Belle would be great at it.

Jake was right, and he eventually warmed up to the idea of working with The Alliance too. Jake said the culture attracted him, which was something he loved about the Army.

"I don't know where I got this negative perception about sales and insurance," Jake said. "I knew Brandon was up to something. He's always been business-minded, and I could just tell he was working on something. Now, looking back, I know he was listening to



calls like The Wednesday Call. I finally asked him about it, and I initially rejected it. But, I knew Belle could do it. I pictured her being able to pick it up and run with it."

Belle got her license in June of 2016. Jake was deployed at the time, but she was able to run business one day each week on Saturday. She did that for six months, and soon realized she could sell life insurance. She also found a new family, and she said she fell in love with the people at The Alliance.

"Everything I had done for the last 10 years, the kids were outgrowing it," Belle said. "I needed something else to identify with. I was grateful I had been a stay-at-home mom, but children grow up and they don't need you as much. It was scary. I needed a next step. It was a crossroads I was at when I went to that first meeting in Seattle."

After initially not wanting any part of The Alliance, Jake changed his tune.

*"We had never really been able to work together toward the same goal and dream. This was something we could do together, and I didn't have to leave for months at a time to do it."* -Jake Crause

"My negative view quickly changed once I met some of the people because I could see the joy in people's eyes

and see the dreams they had,” Jake said. “It changed quickly. I saw it as something we could do together.”

After working part-time for the first six months, Belle increased the time she spent working and eventually moved to full time.

The turning point for the Crauses came after attending a National Convention at The Alliance’s headquarters in Burlington, N.C. The next week Belle wrote almost \$18,000. The fire was lit, and the couple hasn’t slowed down since.

“We got nuggets at that convention that turned into belief,” Belle said. “I saw what people were achieving, and I knew we could do it too. I saw people just like me. They were new to insurance too, and they were doing it with a high level of success.”

In the last three years, Jake Crause was able to retire from the Army and work with The Alliance full time. The Crauses have won trips to Hawaii and Paris. They’ve already won the Alaskan Cruise trip, and the extension to Seattle in 2022. While in Paris, the Crauses dined atop the Eiffel Tower with Tim and Nicky Long, another member of the Night Stalkers who also joined The Alliance. They documented the experience by taking a photo together.



“Travel in The Alliance is way different than traveling in the Army,” Jake said. “They never left gifts on my bed in Iraq and Iran. It was a bit of a shock for us to travel like we do with The Alliance.”

Beyond the trips and travel, the world of possibilities has opened for the Crauses. Jake says that is thanks to the vision of The Alliance’s President and CEO Andy Albright.

“Andy Albright has expanded our whole thought process about what is possible,” Jake said. “We had very narrow ideas of what life was going to be like for us. We won the lottery when we found The Alliance.”



The Crauses are excited about where they are now but are bullish about their future with The Alliance. They believe the best is yet to come, no matter what your goals and dreams are.

“It is achievable if you just do the right things and put in the work,” Belle said. “When you start going on some of these trips, you start to see what is possible. If you work hard at it, it can be done. The entire country is like our backyard now. We used to have limiting factors, and now we don’t. It’s just a quick airplane ride away.”





# AMERICO

## Americo partners with The Alliance

**T**HE ALLIANCE is proud to announce that Americo has been added as a new carrier partner. Americo has been in the insurance business for more than 100 years, and is one of the largest, independent, privately held insurance companies in the United States. It is rated “A” (excellent) by A.M. Best.

Will Coatney, The Alliance’s Americo Account Executive, is excited about the new partnership in 2021.

Coatney has been traveling around the country with Andy Albright, The Alliance’s President and CEO, meeting agents and letting them know how Americo can help them grow their business.

“You guys are an incredible group of people, my kind of people,” Coatney said. “I’ve met some amazing agents and been having some great conversations about Americo. I wanted to make sure you didn’t miss anything that I was saying at these awesome events.”

There are some things you need to know about this new partnership. First, you need to know about the Americo 8-percent cash bonus. This is the first bonus when you see your check for first bonus coming from Americo’s marketing materials. It is very simple. It is tallied from the first six-month window of issued business. If you write \$45,000 issued business, then you would get a \$3,600 check. This started March 1, so you have 12 weeks to get this bonus as high as you possibly can.

Did we mention Americo has “instant decisions” on applications?

You’re never ever, ever going to be dragged down by pending business with Americo!

“Because we have this little thing called an instant decision,” Coatney said. “We were the first carrier to do it. When you start an application ... within 2 minutes we’re going to tell you and your client whether or not they’re approved or declined. When you get that approval, you finish answering the health questions,

you hit submit when you were done ... that’s it. You’re never going to be dragged down by pending business with Americo, which allows you to move fast, hit that bonus make money and protect as many families as you possibly can.”

Gina Hawks, The Alliance’s Product Specialist, said this partnership allows agents another weapon to help American families protect their loved ones.



**Will Coatney**

“What we’re seeing with our new partnership with Americo is that they are very easy to do business with, especially for new agents,” Hawks said. “This is due to their instant decision e-app, which allows an agent to know within two to five minutes whether a client will qualify or not. If they do qualify, they simply continue with the application. This means there are NO pending requirements, which can hold up a new agent’s business. It’s great that agents can get applications processed quickly & get paid quickly. They also have a great bonus incentive that runs all year, in addition to trip points.”

Coatney said the partnership is off to a great start.

“We have had an unbelievable start to this partnership,” Coatney said. “You guys are already up there sending in tons of paid apps. It’s amazing.”

To learn more about Americo, visit the carrier section on the ARC and click on Americo.



Watch our welcome video here!



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### FEATURED PLAYLIST

LEARN THE BASICS OF THE BUSINESS, FROM THE BEST IN THE BUSINESS. A RISING TIDE RAISES ALL SHIPS!



## LIVE CALLS



### THE WEDNESDAY CALL :

LIVE WEDNESDAYS @ 12:30 PM EST  
WATCH LIVE ON YOUTUBE:  
[HTTPS://WWW.YOUTUBE.COM/USER/NAATUBE101](https://www.youtube.com/user/NAATUBE101)  
OR DIAL IN:  
312-626-6799, 969 606 853#



### THE PRODUCT CALL :

LIVE THURSDAYS @ 1:00 PM EST  
LIVE ON ZOOM  
[HTTPS://US02WEB.ZOOM.US/J/87552556016](https://us02web.zoom.us/j/87552556016)  
DIAL IN: 253-215-8782  
WEBINAR ID: 875 5255 6016



### THE ACTIVITY CALL :

LIVE FRIDAYS @ 10:00 AM EST  
WATCH LIVE ON YOUTUBE:  
[HTTPS://WWW.YOUTUBE.COM/USER/NAATUBE101](https://www.youtube.com/user/NAATUBE101)  
OR DIAL IN:  
312-626-6799, 969 606 853#

## LOGIN TO THE ALLIANCE RESOURCE CENTER!

LOOK AT YOUR DEPOSITS, CONTACT CLIENTS IN YOUR CUSTOM CRM, TRACK YOUR ACTIVITY, SCHEDULE YOUR WEEK, CHECK LEADERBOARDS, AND SO MUCH MORE!



LEARN HOW TO USE ALL OF THE FEATURES ON THE ARC FROM OUR CHIEF OF ARC OPERATIONS, ROBBIE CRAFT.  
[HTTPS://ARC.NAALeads.COM/#WELCOMEVideos](https://arc.naaleads.com/#welcomevideos)



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## GET SOCIAL!

CONNECT WITH OUR NETWORK OF AGENTS AND STAFF ON OUR FACEBOOK GROUP!



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# WHAT ARE YOU LISTENING TO?

The Alliance Podcasts are available on all major platforms!



# SUPER PAC

SUPER PRODUCER APPRECIATION CHART



**JAKE & BELLE CRAUSE**



**BRANT & GEL SWINDLE**



**JOE & TAWNEE WALKER**



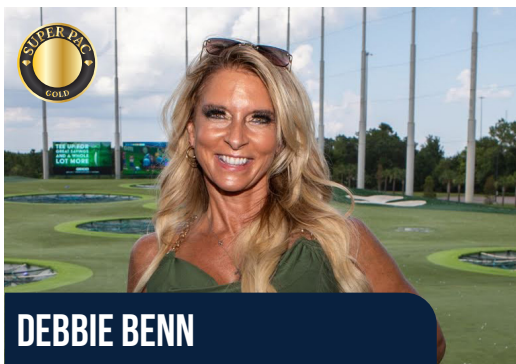
**MIKE & MICHELE ALLEMAN**



**STEPHEN & HOLLIE DAVIES**



**MARCUS & KARLA RICHARDSON**



**DEBBIE BENN**



**STEVE MAXIM**



**JERRY & CASSIE BURBAGE**



**TAD PETERSON**



**TIM SIPE**



**DANNY & LORI JOHNSON**



**JEFF & JENNIFER SCHULZ**



**ALPHONSO & MICHELLE THOMAS**



**TIFFANY BIBLER**



**JAKE & VERAE JOSEPH**



**JOSEPH DUKES**



**LEE REYES**



**MICHELLE KOLIN**



**ERIC & BOBBI BELLAIRE**



# SAFE MONEY

## YOUR ROAD MAP TO RETIREMENT



GET YOUR COPIES NOW FROM  
THE ALLIANCE STORE

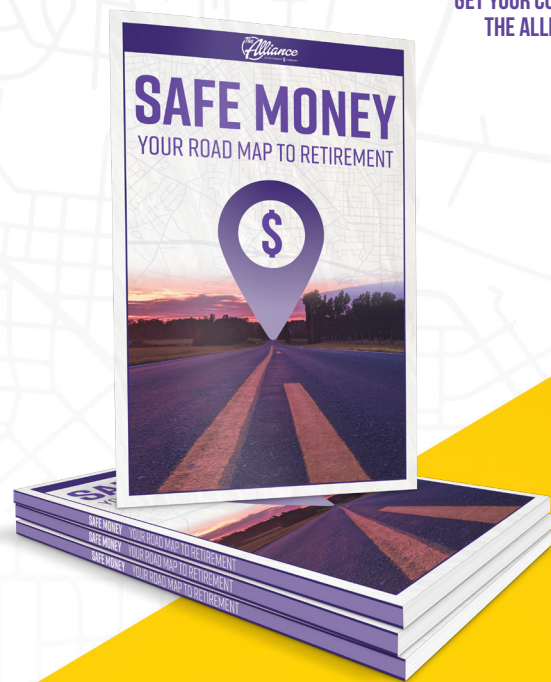
**I**N 2020, The Alliance put together some of the biggest thoughts and ideas when it comes to annuity and IUL products to create two unique books for agents to offer clients when it comes to helping them plan for retirement.

The result from this work comes in the form of two brand new books from The Alliance!

Now, you can use “Safe Money: Your Road Map To Retirement” and “Save Smarter Not Harder: Your Guide To Tax-Free Retirement” to help your clients better understand how both products work. This gives you two more resources to help you grow your business while helping clients in the most effective way possible.

The top producers of both products with The Alliance joined forces to make sure these books help people better understand wealth creation, and also the power and potential that can be gained by these retirement products.

Visit [www.ShopTheAlliance.com](http://www.ShopTheAlliance.com) to get your copies today!



# SAVE SMARTER NOT HARDER

## YOUR GUIDE TO **TAX-FREE** RETIREMENT

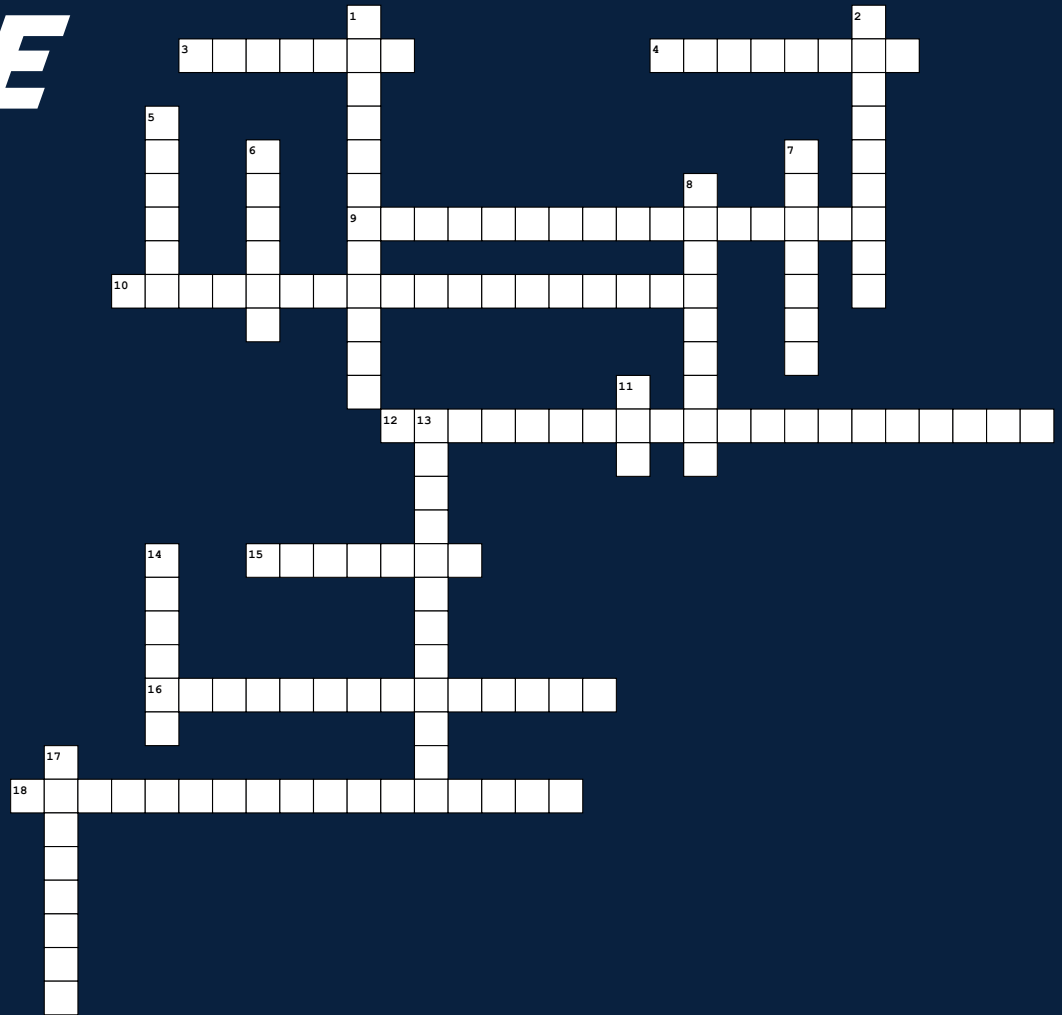


Get copies for  
your clients today!



# CROSSWORD

## PUZZLE



### ACROSS

3. This carrier issues apps fast!
4. The Alliance will stop in this city in British Columbia
9. This call happens on Wednesday every week
10. These agents are featured on the cover of this magazine
12. This book helps you sell IULs
15. This is another stop on the Alaska cruise
16. This cruise line is taking The Alliance to Alaska
18. The Alliance recognizes agents for this on pg.4

### DOWN

1. This book helps you track your work daily
2. Agents are pushing to join the 40 40 \_\_\_\_\_
5. You can win a trip to \_\_\_\_\_ in 2021
6. This is a stop during the Alaska cruise
7. If you win the extension trip, you are heading to \_\_\_\_\_
8. This book helps you sell annuities
11. This site helps you manage your business
13. This man is N247RU
14. The theme for this year is \_\_\_\_\_
17. \_\_\_\_\_ is how agents can earn 120 contracts



# N247RU

WE'RE N247RU?

THE ALLIANCE HEADQUARTERS  
1214 TURRENTINE ST.  
BURLINGTON, NC 27215

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