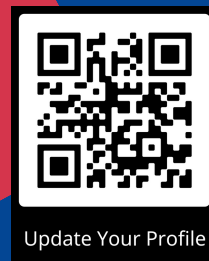
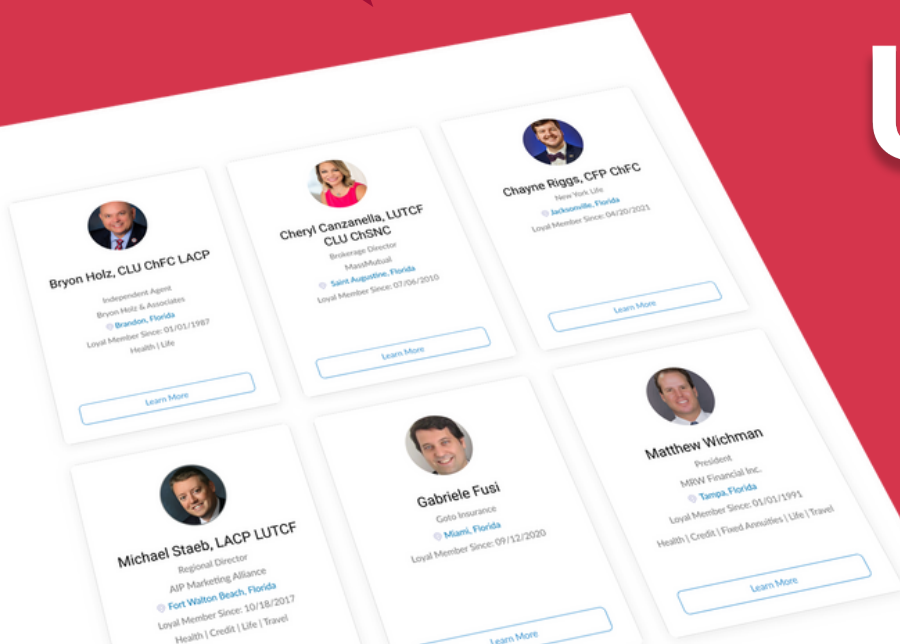


# Is Your Profile Updated?



## Only NAIFA Producers Are Listed!

NAIFA members who are producers are listed on [financialsecurity.org](https://financialsecurity.org), which we market directly to consumers. Listings elevate consumers' awareness of NAIFA members when they search for an agent or advisor who abides by a [Code of Ethics](#) as all NAIFA members do.

Your profile under "Find an Advisor" is based on the information you input on our private social network, NAIFAConnect. Your data is also proudly shown on the directories of Life Happens and the Alliance for Lifetime Income.

Update your profile at: [naifaconnect.org](https://naifaconnect.org)

# Top Membership Benefits You Probably Don't Know You Have

## 1) **You Can Customize a Press Release About Your New Position and Drop to Local Media (also new members have their own press release to use--let them know!)**

Find your press release that corresponds to your position on the Leaders site. Download it (it's a Word document) and simply fill in your own info for the parts highlighted in yellow (then take off the yellow highlights). Send in to your local paper, etc. If you need help with media placement, contact [marketing@naifa.org](mailto:marketing@naifa.org).

## 2) **You Can Earn Rewards for Referring New Members that Join**

Our research shows that the vast majority of members continue to join because another NAIFA member testified to the value of NAIFA and encouraged them to try it for themselves. We all know the value of a referral and want to reward and recognize you for your support in keeping NAIFA strong. Each quarter we give out the Membership Hard Hat award for the person that refers the most new members, as well as an annual award. We also have prizes and incentive programs to just say thank you for believing--and asking others to believe--in the power of belonging.



## 3) **You Can Be Featured on the Advisor Today Publicity Platform**

For nearly 100 years, Advisor Today has existed and we have modernized it to serve as an integrated media platform to publicize the good work that our members are doing. Only members and supporters of NAIFA are allowed to write/publish on AT, and our podcast only features members or partners that are supporting our membership efforts. 100% Agencies and Financial Security Champions receive a special false cover of the magazine to hang on your wall, and more! If you want to expand your brand awareness, get involved in Advisor Today and let's do more to promote what we do!



## 4) **Your Profile at [www.financialsecurity.org](http://www.financialsecurity.org) Earns You Business**

Just ask Adam Sachs. He took the time to update his profile through [www.naifaconnect.org](http://www.naifaconnect.org) & got a new client out of it! NQA and Financial Security Advocate badges are also shown! Your profile data is also what appears on LifeHappens.org and in the search on Alliance for Lifetime Income. Visit the Membership Engagement table to learn more!



## 5) **Our Membership Benefits Portfolio Has Expanded to Include More**

Over the last year, we've added multiple new benefits and then we added the benefits portfolio of FSP and Life Happens! Attend our upcoming webinar to really hear the details of our new offerings, check your bag collateral, and then let us know what else is missing that you would like!

