

HOW TO BUILD A NICHE MARKET



USING PRODUCTS AND SERVICES OFFERED BY



**FEDERAL
EMPLOYEE
BENEFITS
ADVOCATES**

Business consultants who work with financial advisers say that one of the keys to big success for adviser practices is to define an ‘ideal client profile’. Advisers should choose a client-type that provides a profitable customer segment for their business, and should have the appropriate products and services for these customers. In fact, targeting an ‘ideal client’ in a niche market that is underserved has been shown to rapidly advance the careers of financial advisers.



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WHY DO I NEED A NICHE MARKET?

Finding the right niche is the challenge for most advisers. A niche market is defined as a small, but profitable segment that is suitable for focused attention.

It hinges on:

- Finding a segment of the general market for a service or product line
- Developing a solution for the specific needs of that segment
- Gaining special expertise in order to uniquely serve that segment
- Marketing to that segment to get their attention
- Positioning yourself as the best and possibly only choice for that market segment

Advisers sometimes find a ‘natural’ niche for their business based upon their affinity with a particular group. For example, a former teacher will likely find it easier to relate to and work with teachers. An adviser who worked for a large employer in his city may find his niche in working with employees of his former company. People feel comfortable working with someone when they have something in common with them. ‘Natural’ niches are often based on geography, common philosophies, race, religion, or even sex – a retired widow may feel more comfortable working with a woman adviser who may ‘better understand her’, rather than a man.

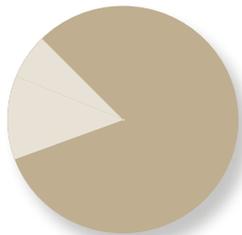
It’s possible for advisers who have difficulty finding a ‘natural’ niche to develop one by gaining a specialized body of knowledge. In other words, if you learn more about your subject than anyone else (by becoming an expert), people in need of your expertise will flock to you for your help.

If we examine the Federal employee marketplace, it appears to offer a **large and profitable niche market that is currently underserved by the financial services community**. Federal employees deserve to work with caring financial advisers who understand their unique employee benefits programs. Currently, few financial advisers have the knowledge, tools and support to properly assist Federal employees with their financial and investment needs. This niche market could greatly benefit from the leadership and resources that a savvy financial adviser and his firm could bring to it. And, it could be very profitable for an adviser who could properly service this niche.

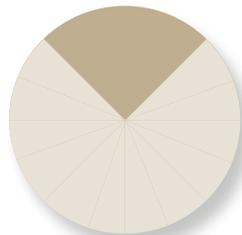
Financial advisers and their firms that are interested in expanding their businesses into a profitable niche market (maybe one of the largest ‘niches’) should know that the Federal government is the nation’s largest employer with over 2.79 million full-time, permanent civilian and postal workers.

WHY SHOULD I WORK WITH FEDERAL EMPLOYEES?

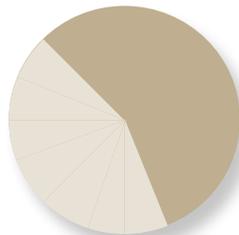
According to the Federal Government’s Office of Personnel Management (OPM) in the Common Characteristics of the Federal Government report:



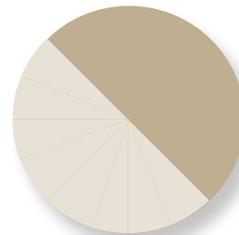
Eighty-five percent of all Federal employees work outside of the Washington D.C. area. The top 10 states with the highest number of Federal employees are California, Texas, Virginia, Maryland, Florida, New York, Pennsylvania, Georgia, Illinois, and Ohio



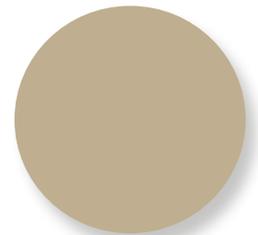
The Federal workforce is aging. Nearly 39% of the Federal workforce is 50 years of age or older (contrasted to about 24% in the private sector.) The average Federal employee is 47 years of age with 16.3 years of service. One out of every three Federal employees will be eligible to retire by 2018.



The Federal workforce is highly educated. Over 62% of Federal workers have an associate, bachelor, post-graduate degree, or some college education, compared to just 54% in the private sector.



The Federal workforce is diverse. Men comprise only 56.5% of all Federal employees. Minorities constitute 33.4% of the workforce, with the largest members of this group being African-American (17.9%) and Hispanic (7.2%).



The Federal workforce is also competitively paid. Federal agencies must compete with private sector employers for workers, and as a result must provide competitive compensation, or risk losing the recruit to a private sector company. And, Federal agencies need all types of employees, including doctors, attorneys, and law enforcement officers.

WHAT WILL FEDS NEED FROM ME?

Federal employees have needs that are similar to most consumers when it comes to investing, retirement, and estate planning, but their needs should be coordinated with the unique package of benefits that are provided by their employer, the Federal government. They need help with understanding their benefits while employed, and maximizing the use of their programs to protect themselves and their families, as well as to eventually enjoy a comfortable retirement. Advisers can assist Federal employees with:

- Maximizing pension income during retirement by choosing appropriate payout strategies for employees, and benefits options for their survivors.
- Providing information on suitable distribution options from their Thrift Savings Plan (TSP) and Voluntary Contribution Plan (VSP).
- Analyzing their needs for life insurance coverage during employment – and at retirement.
- Explaining the importance of disability and long-term care coverage to potentially reduce risks for themselves and their families.

WHAT WILL I NEED TO HELP THEM?

We've identified a large, well-educated, competitively-paid, diverse population with many members nearing retirement who are in need of help when it comes to wisely using their benefits; however, this is only the first step in developing a successful niche marketing strategy. Gaining the special expertise to service the niche and developing a solution to obtain clients are also required.

You should begin by obtaining the training necessary to thoroughly understand the Federal employee benefits programs. With this knowledge you can position yourself as an ideal choice for assisting Federal employees with their financial needs. On the following pages we'll present our **FedEd Financial Adviser Training Program** – a classroom-style program led by a professional instructor. We've developed this program to provide you with an introduction to Federal employee's benefits, as well as the software and marketing tools that will assist you in introducing yourself to Federal employees.

There are many ways to market your services to this niche, and we can provide you with letter, emails, postcards, fliers, and brochures. Any of these materials can be customized for you, and we'll work with your compliance department to help you get materials approved. However, an excellent way to magnify your time and your message is by conducting employee benefits seminars. Educational programs are welcomed by employees who are looking for an expert to explain how their benefits work, and how to use them. An educational seminar can allow you to showcase your expertise, and licensing the use of an existing program can save you the time and effort of creating it yourself. And, we'll keep everything up to date for you. We offer our **FEBA Seminar Programs** to assist you in conducting professional seminar programs, but if you don't wish to make an investment in licensing the materials for your own use, we can provide a professional instructor to help you conduct a program.

If you want to develop this niche market with Federal employees, the questions that you should ask yourself are:

“What is the best way to acquire the knowledge that I'll need to work successfully with Federal employees? “

“What is the most effective way to market to this group?”



To learn more about Federal Employee Benefits Advocates and services, use this link to go our web site federalempleebenefitsadvocates.com or contact:

K. Shawn McCoy

National Director of Business Development
Federal Employee Benefits Advocates, LLC

P.O. Box 641, Parker, CO 80134

PHONE (720) 432-3331

EMAIL febamccoy@gmail.com

HOW SHOULD I GET STARTED?

If you're looking for an undiscovered niche market with an 'ideal client profile', let us help you to gather the knowledge, tools, and support that you'll need to develop a profitable niche market that will have Feds flocking to you for your help. Follow these steps:

1

Take a look at the number of Federal Employees by State on page 12. You'll likely find that there are plenty of employees around you who could use your help. (If you'd like to look even deeper before you commit to diving into this niche, call us for assistance in finding the Federal agencies and number of employees in your local area.)

2

Review the summary of our FedEd Adviser Training Program on pages 6 and 7. It will provide you with information on how we can assist you in obtaining the knowledge, tools, and support that you'll need to get started in this niche market.

3

Consider our FEBA Employee Benefits Seminar Program summary on pages 8 and 9. It will illustrate how we've developed effective seminar programs that include slides, workbooks, and other materials that you can use to present effective Federal benefits programs. (We also offer "Financial Planning for Federal Employees" - a unique presentation that teaches broad financial planning concepts, but is targeted to assist Federal employees. (Contact us if you're interested in learning more about it.)

4

Check out the listing of our Products and Services on page 10. You'll get a complete picture of what we can offer to assist you, and the costs for our FedEd and FEBA programs.

5

For our FEBA Employee Benefits Seminar Program, you also find our Adviser Pricing Models on page 11. Our Standard Pricing is ideal if you simply wish to license our materials. This allows you to maximize your investment by presenting as many seminar programs as you desire. If you are being asked to speak to a group of employees, or only expect to present a few programs annually, you may find that the Alternative Pricing Model will suit your needs.

6

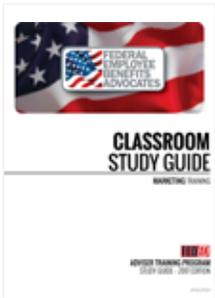
Contact our National Director of Business Development with your questions and to learn even more. We would welcome the opportunity to show you how to turn serving Federal employees into a profitable niche market for your business.

FINANCIAL ADVISER TRAINING PROGRAM



Live **CLASSROOM TRAINING** can be invaluable because it provides time to ask questions and to also trade ideas with other advisers. Our FedEd Financial Adviser Training program is **typically conducted over two full days in a small group setting with five to twelve advisers**. Although our program thoroughly covers both the employee benefits content as well as marketing assistance, we can also customize the program for particular groups of advisers.

In advance of the class, you'll receive a copy of "Working with Federal Employees", the **FED ED STUDY GUIDE**, which contains detailed information on the Federal employee benefits programs. The Study Guide provides essential background information on the Federal CSRS and FERS pension programs, the Thrift Savings Plan (TSP), Federal Employees Group Life Insurance (FEGLI), Federal Employee Health Benefits (FEHB), Federal Employees Dental and Vision Insurance Program (FEDVIP), Social Security, Medicare, Disability, and the Federal Long-Term Care Insurance Program (FLTCIP). By reviewing this material prior to the classroom training, you'll be better prepared to absorb and more deeply understand all of the complex aspects of the Federal employee benefits programs.



During the first day of live classroom training, you'll receive a copy of the **FED ED CLASSROOM WORKBOOK** which **contains copies all of the instructor's slides, along with case studies and exercises**. The format of the workbook is two slides per page, with each page adding a place for your notes. When tables or charts would be too small to be useful, full page versions are included. Copies of useful forms are also printed in the book to acquaint you with the actual forms and paperwork used by Federal employees when applying for their benefits. The FedEd Study Guide and the Classroom Workbook will become valuable references for you as you begin to work with Federal employees.



Too many programs for financial advisers simply provide information without showing you how to put your newly-acquired knowledge to use. So, the second day of our two-day training class provides a **FED ED MARKETING MANUAL containing marketing ideas and information to help you develop a marketing plan for success in this new niche**. We use a method we've developed called '**Identify, Locate, and Communicate**' to help you find agencies and employees in your geographic location. Many useful online marketing resources and tools are revealed and demonstrated. We also cover the 'Rules of Engagement' - how to properly conduct employee benefits briefings on Federal property.



SOFTWARE

As mentioned above, our goal with the FedEd Adviser Training Program is to provide you with the knowledge, tools, and support to become successful in this market. We believe that after you complete the program it's essential that you have the tools that you need to begin assisting Federal employees.



We include (at no additional charge) a one-year license to the AskTrak Federal Gap Calculator software available from [Trust Builders](#). The software can perform benefits calculations and produce reports for your Federal clients and prospects. We've examined many software programs and found this software to be the most useful. AskTrak software has been reviewed and approved for use by representatives of many major financial services and insurance companies. (Check with us to determine if your firm has already approved the use of the software for its representatives.) Our classroom training includes a live demonstration and provides case studies to illustrate how the software can be used. Trust Builders also offers excellent continuing support to assist advisers with questions on utilizing the program, and can offer other financial planning software programs as well.

CONSULTING ASSISTANCE

We want you to be successful in this niche, so after your training is complete, we'll offer you ongoing consulting assistance for up to one year after completion of the program at no additional charge to you. You may want to use this consulting time for complex Federal benefits questions and cases, or to have us work with you to rehearse your presentation using our FEBA Employee Benefits Seminar materials.

And, because it's critical to stay on top of changes in regulations and laws affecting Federal employee benefits you'll have an opportunity to receive ongoing support through news updates, live webinars, and timely guides that we produce. We can even assist you with developing other specific programs and materials at your request.

DIGITAL RESOURCES

In addition to the Study Guide, Classroom Workbook, Marketing Manual, and AskTrak software, our FedEd Adviser Training Program also includes a USB drive containing useful digital resources. The drive includes over 80 forms, guides, and other information from many different sources such as the Social Security Administration, the Office of Personnel Management, and the Thrift Savings Plan. Our experience could potentially save you years of time and effort that it might take to uncover all of these valuable resources on your own.



ONLINE EXAMINATION

We believe that the ideal result of our training is an adviser who is completely capable and ready to assist Federal employees and their families with their investment, protection, and retirement needs; however, we know that advisers sometimes like to test their knowledge. FEBA offers a voluntary examination that advisers can access after completing the program. The online examination randomly offers 100 questions from a bank of questions. The exam must be completed within a 2-hour time window with a passing score of 75% or higher. (The exam can be proctored upon request.) After successful completion, a FedEd Certificate is awarded and mailed to you.

THE PROGRAM IS

\$1500 PER PERSON

More information about our FedEd Financial Adviser Training Program is available on our web site at federaemployeebenefitsadvocates.com including information about our FEBA Employee Benefits Seminars for conducting benefits seminars for Federal employees. You can also pick up the phone and call us at (720) 432-3331 with your questions. Or, email us at febamccoy@gmail.com

FEBA

EMPLOYEE BENEFITS SEMINAR PROGRAM



You know that adding new clients is essential to growing your business, but you may struggle to market yourself and your business effectively. Many advisers have found that one of the best methods to meet potential clients is by offering educational programs. This provides an opportunity to demonstrate your knowledge, and an excellent way to develop relationships with potential clients.

We offer our FEBA Employee Benefits Seminar Program called 'Understanding Your Federal Benefits' that includes slides, workbooks, and our FEBA Benefits Worksheet to help you deliver a well-organized, information-packed benefits briefing for Federal employees. The program is available in full-day and half-day formats, or can even be presented as an adult education course at a local college or university

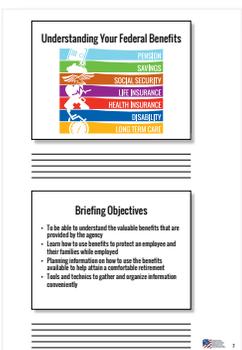


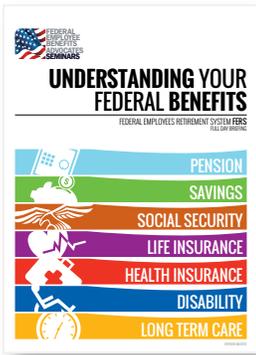
By licensing the FEBA Employee Benefits Seminar materials, you'll be able to present programs whenever and wherever you'd like; however, some advisers prefer to hire our instructors to present their sessions. We can provide **EXPERIENCED, PROFESSIONAL SPEAKERS** that will do an outstanding job of presenting at your meetings. If you would like to take advantage of our experience in delivering this material, contact us about speaking at your meeting. We can provide you with pricing information for your particular program.

The FEBA program includes **COMPREHENSIVE SLIDE PRESENTATION** that you can use to present a complete employee benefits briefing for Federal employees.

One package has been developed for employees of the Civil Service Retirement System (CSRS) and another package is for employees of the Federal Employees Retirement System (FERS). Each package includes slides to conduct both full-day and half-day **CSRS or FERS programs**.

To acquire and use the CSRS and FERS programs, you must purchase an annual license. The license may be renewed annually at a discounted cost. Volume pricing is also available for companies that wish to purchase multiple licenses for their representatives.





Every participant at your FEBA Seminar employee benefits briefing will receive a high-quality workbook. Participants find our workbooks to be valuable for following the session, taking notes, and as a useful resource to refer to after the program has ended.

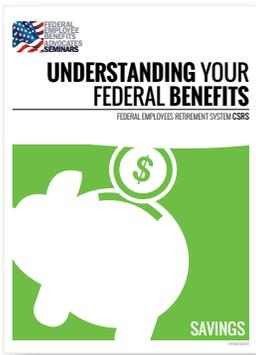
The **'UNDERSTANDING YOUR FEDERAL BENEFITS' WORKBOOK** contains all of the slides that you'll show during your program. The workbook provides two slides per page and lines at the bottom of each page for taking notes. Whenever information on charts or tables would be too small to view on the slide, a full-page copy of a chart or table is included to make viewing the information easier. The workbook contains samples of benefits forms. The full-day workbook also includes our **FEBA Benefits Worksheet**.

Both full-day and half-day FEBA Seminar workbooks are available, and must be ordered from Federal Employee Benefits Advocates, LLC. We print the workbooks in order to control the quality of the material, and to satisfy other compliance requirements. (Workbooks cannot be printed or duplicated by the adviser without violation of copyright.)



The most successful meetings have well-defined goals. We believe that it's not enough to simply provide benefits information. Your seminar attendees should leave the briefing with information organized specifically for them in a useful format.

To assist your seminar participants with this objective, we developed the **FEBA™ SEMINARS BENEFITS WORKSHEET**. This unique tool is used to help your attendees gather their personal benefits information into one convenient location. By the end of the seminar, they will have a clearer understanding of all of their benefits in a format that can allow them to share this information easily with their spouse, family members, and you as well. Session participants who would like to meet with you after the program will have much of their benefits information consolidated and organized in a format that will become familiar to you -- making your client meetings much more efficient and effective.



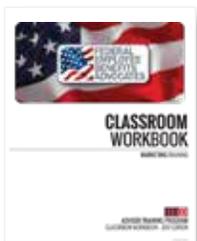
You may want to break the seminar content into shorter sessions to satisfy a request from an agency or group that is only interested in learning about the Thrift Savings Plan, or can only provide a limited time to speak to their group. Many advisers have been successful hosting 'Lunch & Learn' programs by presenting small portions of the program over several sessions. **We now offer each section broken down in modular format to help you with these special requests.** We've also worked with both advisers and agencies to produce specialized content to address current issues affecting Federal employees.

To help you deliver a successful benefits program, we can provide some additional tools. Customized **Program Announcements** can save time for you, your staff, and agency contacts by lessening questions and providing information to attract more attendees to your program. A **Summary Report** that includes the participants' comments about the meeting content and instructor can be a valuable tool that can be delivered to Federal agency managers after the program has ended.

To see samples of the slides and other materials, or if you'd like more information about the FEBA Seminars Employee Benefits Seminars, please check out our web site at www.federalemployeebenefitsadvocates.com.

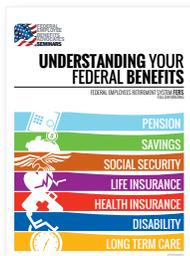
For questions on licensing, pricing, or developing specific programs for you or your firm, call us at (720) 432-3331. Or, email us at febamccoy@gmail.com

PRODUCTS & SERVICES



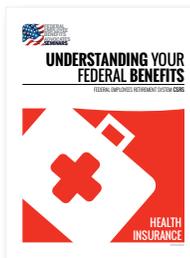
FedEd Adviser Training Program - 'Working with Federal Employees' **\$1,500 per person**

The program includes two days of training with an experienced instructor. It covers all aspects of Federal employee benefits, and includes sections on marketing to Federal agencies and employees. A software package to calculate benefits is also included along with a Digital Resources tool, and 4 hours of phone consultation assistance to help advisers with complex or unusual benefits cases.



FEBA 'Understanding Your Federal Benefits' for CSRS employees **\$2,500 for initial license, \$500 for annual renewal**

The package includes both Full-Day and Half-Day seminar programs as well as modularized sections on each topic to present a comprehensive briefing to employees covered by the Civil Service Retirement System (CSRS), including CSRS-Offset employees.



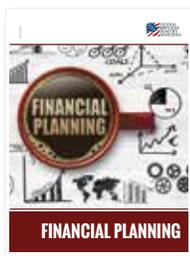
FEBA 'Understanding Your Federal Benefits' for FERS employees **\$2,500 for initial license, \$500 for annual renewal**

The package includes both Full-Day and Half-Day seminar programs as well as modularized sections on each topic to present a comprehensive briefing to employees covered by the Federal Employees Retirement System (FERS) including FERS Transferee employees.

FEBA Workbooks for CSRS or FERS Employee Briefings

\$10 per Full-Day workbook, \$8 per Half-Day workbook & \$2-\$3 per modules

The Full-day workbook includes the FEBA Seminars Benefits Worksheet which can be used by the employee to gather all of their benefits information into one convenient location. The worksheet also becomes a completed 'fact finder' that the employee can bring to the first planning meeting with the adviser.



Financial Planning

\$2,000 for annual license, \$500 for annual renewal

\$10 per Full-Day workbook, \$8 per Half-Day workbook

This program is a complete package for conducting a financial planning seminar targeted to Federal employees. It allows the adviser to educate employees beyond simply their employee benefits by providing a broader palate of information to help them with budgeting, saving, investing, risk protection, estate and tax planning.

Speaking Fees (for licensed material)

\$1,500 per day, plus reasonable expenses

For advisers who have licensed the program, but prefer to 'bring in the expert' to deliver the material, we offer discounted speaking fees. We work closely with the advisers to promote them throughout the session.

For more information about our products and services, contact us regarding your needs at (720) 432-3331 or email us at febamccoy@gmail.com

STANDARD PRICING MODEL

“Understanding Your Federal Benefits”
The adviser receives a packaged slide presentation to conduct comprehensive full-day and half-day seminar programs for Federal employees.

Initial Program License Fee of \$2,500 includes full-day, half-day programs and modules for **CSRS** employees

Initial Program License Fee of \$2,500 includes full-day, half-day programs and modules for **FERS** employees

Initial Program License Fee of \$2,000 includes full-day and half-day programs **Financial Planning**.
(Annual renewal for all is \$500 per program.)

The adviser may present the seminar program himself at his discretion at any time, or he may request an instructor for a reduced **Instructor Speaking Fee** of \$1,500 per day.

No Travel Expenses for transportation, meals, hotel, etc. (unless the adviser requests an instructor.)

Pay **\$10.00** for full-day **Participant Workbooks** and/or **\$8.00** for half-day workbooks. Module books range from **\$2.00 - \$3.00**.

ALTERNATIVE PRICING MODEL

No slide package is licensed.

No License Fee is required.

An Instructor Speaking Fee of \$2,000 per day is required for the instructor to deliver FEBA Seminar program content that has not been licensed by the adviser. (invoiced and payable in advance of the seminar)

Pay reasonable **Travel Expenses** of the instructor for meals, hotel, transportation, etc. (invoiced and payable after the seminar).

Pay **\$10.00** for full-day **Participant Workbooks** and **\$8.00** for half-day work books. Module books range from **\$2.00 - \$3.00**. (Any remaining materials are collected by the instructor.)

The licensed seminar programs include the complete slide package used to present a comprehensive briefing to employees covered by the Civil Service Retirement System (CSRS) including CSRS-Offset employees, or by the Federal Employees Retirement System (FERS). Both full-day and half-day and module versions of the seminar program are included. Renewal licensing fees are not discounted. Workbooks for the programs must be purchased from Federal Employee Benefits Advocates. All materials are copyrighted, and may not be reproduced without the express written consent of Federal Employee Benefits Advocates, LLC.

FEDERAL EMPLOYEES BY STATE

Alabama	48,610	Montana	13,498
Alaska	13,918	Nebraska	15,721
Arizona	51,172	Nevada	16,954
Arkansas	19,465	New Hampshire	7,800
California	231,924	New Jersey	47,654
Colorado	50,995	New Mexico	28,150
Connecticut	16,943	New York	111,859
Delaware	5,166	North Carolina	63,070
Florida	124,157	North Dakota	7,963
Georgia	93,624	Ohio	74,376
Hawaii	26,710	Oklahoma	44,348
Idaho	12,599	Oregon	27,510
Illinois	76,661	Pennsylvania	94,465
Indiana	35,567	Rhode Island	9,877
Iowa	16,646	South Carolina	29,507
Kansas	23,238	South Dakota	10,684
Kentucky	32,886	Tennessee	40,675
Louisiana	28,421	Texas	181,320
Maine	14,056	Utah	34,118
Maryland	145,303	Vermont	6,624
Massachusetts	44,500	Virginia	164,843
Michigan	50,405	Washington	68,813
Minnesota	30,830	West Virginia	23,009
Mississippi	23,766	Wisconsin	28,022
Missouri	42,721	Wyoming	7,594

This list does exclude agencies involved with public safety