

An Insurance Pro Shop® 13<sup>th</sup> Anniversary Exclusive

# WHO'S GOING TO PUT YOU ON THE MAP?

**Alan W. Altmann**

(Editor's Note: The writer is formerly America's most successful fraternal insurance sales agent.)

Are you on the map where you are? By 'on the map' I mean are you well established in your market area? Are lots-and-lots of people in your region aware of who you are and what you do? Do most of those folks know what is unique, special, and precious about you? Will they ever know? Are you well-known, respected, and admired for your skills and knowledge, plus for helping satisfied clients in your geographical location? Do you hope to get positioned like this and be 'on the map' someday soon?



When? Are you hoping this will take place by accident? You can be certain that the top sales producer in your market place is 'on the map.' Do you even have a plan to 'get on the map?' Do you have any ideas about how you can get 'on the map?' Do you need professional help to put you 'on the map' so that you can close far-far more sales?

**Forrest Wallace Cato** is highly respected among financial professionals. For decades Cato has been acclaimed for making insurance agents and financial planners far better known and appreciated in their market areas. His talents are best appreciated by those men and women agents that he has helped to dramatically improve their sales. *Financial Services Advisor* magazine called Cato "The one person who can put you on the map in your area!" *Broker World* magazine labeled Cato "An original in our industry who can make you famous." *Life Insurance Selling* magazine reported "Cato is without equal in his specialty.

*And his specialty is making agents and planners famous so they can maximize their sales.”*

Cato does what public relations professionals only dream of doing, i.e., arranges for visits with Presidents and Prime Ministers or kings, gets Hollywood Walk-of-Fame Stars, schedules people to appear on magazine covers, has people like you appointed to the boards of *Fortune 500* corporations, writes scripts for movies that get produced, makes placements on major TV programs, ghost writes books that make *The New York Times* best-seller list, etc.

### **Should You Take A Trip On Air Force One?**



Yet Wally Cato stays down to earth because his clients are humans. And ordinary, untrained, and relatively unknown people, often tell Wally how to do his work even though they have never done this work, and likely never will. Thus, when Wally meets an advisor for the first time, he views them with skepticism when they start telling him how they are going to someday become much more successful. Wally thinks that far too many trusting advisors believe in marketing fairy tales, and sales myths, that do not work in reality, in their lives, or in their careers. According to Wally Cato, “Most financial advisors victimize themselves with the falsehoods they have accepted about advertising, public relations, marketing and digital visual communications. Worst of all, most do not even recognize or understand how only local fame or renown makes maximum sales possible. They go through life and never realize that connection. And they never make the big bucks.”

Recently I was chosen “*Speaker of the decade!*” by the Pacific-Rim Speakers Network, and I presently have the good fortune of being the “*Most-booked speaker in Dubai and Abi Dabi,*” according to *The Dubai Intelligencer*. Before this I sold insurance and loved every minute of selling and serving clients, once I became a top producer and qualified for **MDRT** (Million Dollar Round Table) status. I’ve known Cato for over 30-years. Had it not been for Cato making me famous where it matters – that is, where I sell, I would still be struggling. I learned that prospects can actually welcome you, invite you, seek you out, and recommend you to their mother, if your image is strong in your area.

## **Should You Write A Legit Book For Use As A Sales Tool?**

Cato has emphasized throughout his career that you can cut a greater figure. He has helped many agents produce far greater production figures. Thanks to his help I became the best-selling fraternal insurance sales agent in our nation. To date my yearly fraternal sales results have not been surpassed. I also learned and applied much of great use and value from the famous **Insurance Pro Shop®**. Then I became a professional speaker because I received frequent requests to speak around the world. I also especially love interacting with audiences of agents and planners globally during these training sessions. People who invest in themselves are winners who are determined to win. They will get themselves ‘on the map.’

## **Amazingly, Cato Actually Went Down In History Three Times!**

**The Third (And Most Recent) Time Cato Made History:** Over the years Wally Cato actually created a new system whereby people can actually become famous in their market areas. He made this affordable for the average financial professional like you. In the past this was not affordable for agents and planners. Thus regional fame was not an option until recent years. He enabled professionals to save tons of money that was spent on traditional personal and business public relations. Money that often produced little results! Over a thirty year period Cato created and continually revised an original and one-of-a-kind system that is practical and doable – it actually works to make people famous in the regions where they do business.

*Public Relations Quarterly* reported: “By this exceptional achievement Cato revolutionized how people become well-known, recognized, and established, even famous! He changed and improved upon all the PR and marketing communications techniques and practices and went into the history books for this. Cato caused the old rules and methods to become obsolete by creating a different system using more and newer media. He became recognized as a hero in this profession and his methods are now taught in universities. Incredibly, this is the third time and the most recent time in Cato’s career, that he has made history.”

### **The First Time Cato Made History:**

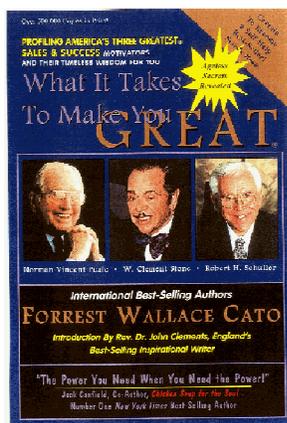
Cato made history for the first time by building a super incredible list of clients who became world famous. No other person in history has amassed such a list. Cato played a key role in establishing (and helping craft the images for) some huge names that you now know and respect, - names that became extraordinarily successful;



**Elvis Presley, Napoleon Hill, Norman Vincent Peale, W. Clement Stone, Robert H. Schuller, Lew Nason, Mehdi Fakharzadeh, Norman G. Levine, Charles “Tremendous” Jones, Zig Ziglar** (shown in photo with Wally Cato on the right), and others, plus a host of financial professionals who are still considered American heroes and remain among of the best-known and most respected people in our industry, despite this being the era of lost trust in America’s financial world. Cato has gone a long way since he was a young man hired by **Colonel Tom Parker** to help get an unknown singer on the map.

### **The Second Time Wally Cato Made History:**

When Wally was a very young man, he was also hired by **Loren Dunton**. Dunton had recently invented a new profession that did not exist before. This new job skill was not respected and remained unaccepted by the public. Dunton called this new discipline “financial planning.” For over four years Dunton and a few others struggled to get this new profession established but they made little progress. Then they put **Wally Cato** to work for them. Wally’s image-building efforts brought about the understanding that lead to the (national and later the international) acceptance of financial planning as an important and respected new profession. Financial planning quickly grew into a multi-trillion dollar industry.



Incredibly, Cato also went into the history books a second time for performing the key role that lead to the establishment of this new profession. He also became one of the most influential people in the USA’s financial industries and now enjoys enormous good will among the world’s insurance agents and financial planners. To achieve this feat Cato executed a strategic series of coordinated image-building projects based around a constant theme. These media

exposures informed and educated while reflecting a growing increase of consumer usage of financial planning. He arranged for Dunton to be invited to the White House, had *USA Today* select Dunton as “*One of America’s top-ten money men,*” he wrote and placed articles on planning in *The Wall Street Journal*, *The New York Times*, etc., scheduled Dunton on NBC-TV’s *Today Show*, secured speaking gigs for Dunton, ghosted manuscripts for Dunton and placed them with major book publishers, showered the financial planning founder with legitimate awards and honors, etc. Dunton wrote in his book *Financial Planning: A New Profession*, “Wally is an image building genius. There would be no financial planning industry today had it not been for Wally Cato. Wally brought about the mass understanding that resulted in the mass acceptance of financial planning. He accomplished the impossible for us and he did this on a shoe string budget.”

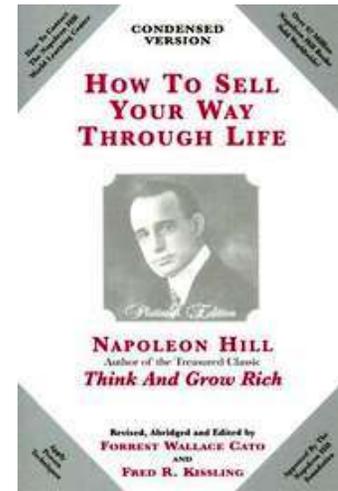
*“You can cut a greater figure!”*

Ed Morrow, CEO of the ten thousand member(s) International Association of Registered Financial Consultants, believes, “Cato is one of the very few authentic living legends and icons in our industry. He insists that he is no guru and that he was simply in the right place at the right time. But we all know that Cato is the super talented genius who was in the right place at the right time.” The IARFC gives an annual award, The Cato Award, named after the man for whom all agents and planners owe so much.

Cato is and remains an old-school image promoter. He does most of the work himself. He ghostwrites, stuffs envelopes, holds the microphones, will ask a VIP to pose for a picture with his client again-and-again until the VIP consents, controls large meetings while setting quietly in the back of the room, walks among crowds listening for audience reactions, etc. Cato has been known to even shine the shoes of his client’s only moments before they appear at the podium to speak to a group of prospects. For years he shined the shoes of agents and planners attending early financial conventions.

## Are Speaking Engagements Important For You?

The cliché about the guy who can sell ice at the North Pole was created to describe **Wally Cato**. A character called “Wally the PR man” was based on him and featured in a movie made in Hollywood. Cato wrote the *Introduction* to one of the best-selling books of all time, *How To Sell Your Way Through Life*, by **Napoleon Hill**. Hill also wrote the self-help classic *Think And Grow Rich*.



Yet Cato remains humble despite his massive gifts for establishing powerful images and his unprecedented record of successes at making people famous. To meet this very personable and always unpretentious guy you would never suspect that he is capable of image feats that reach historic status. He is incapable of being formal and he loves dogs. He'll stop in his tracks to admire or pet a dog, virtually any dog. He develops close personal and long-lasting relationships with most of his clients. They become his friends and loved ones.

**Wally Cato's** slogan is “You can cut a greater figure.” And he goes through life proving this over-and-over. Cato's words of wisdom for attendees at the **Insurance Pro Shop®** include the following:

**“Success, like sales, goes to the best-known and best-liked person. And you can't be liked unless you are known.”**

**“The more people know what is unique, precious, and special about you, the more they will like you.”**

**“Personal fame skyrockets any career and pays the biggest bucks.”**

**“You are not going to make money if you can't impress your prospects.”**



### Should You Have A Hollywood Walk of Fame Star?

Wally is constantly amazed at the valuable image-building opportunities agents have, but do not recognize, or take advantage of, to help establish a better-known profile in their region or market area.

Cato explains to his audiences:

**“The wasting of unique and valuable image-building opportunities even applies to outstanding professional people like lawyers, doctors, architects, corporate executives, bank trust officers, accountants, and most every other discipline.**

**Few potential clients, customers, or patients, know that professionals in their area are outstanding.**

**“Most professionals are still taught not to ‘blow their own horn’ and not to seek personal recognition. Of course, this is a huge mistake. But this should be properly and skillfully done.”**

**“Most professionals fail to make the connection between fame and earnings. They do not realized what they can do now to actually become famous and vastly increase their bottom-lines.”**

**“The failures to skillfully promote their images assures that most professionals will remain relatively un-known. This massively harms their bottom lines. They actually choose to be just another typical lawyer, doctor, or accountant. They deliberately position themselves as only average.”**

**“Don’t allow yourself to be positioned as just another agent.”**

**“Professionals without a personal brand loose endless income forever! They impose limits on themselves.**

**“Professionals without an established image that puts them ‘on the map,’ loose repeat income. They lose influence! They become more conditioned to be accepting of their fate. They even depend on accident, fate, whatever, for income.”**

**“Without a strong personal brand the professional can more easily be influenced or controlled by local competing or influencing factors.”**

**“Without an established desired image you can be more easily exploited, by growing taxing entities (city, county, state, and federal governments) and the greedy corporations that influence and control those institutions for their own special interest, not for your best interest.**

**If you do not brand yourself then your competition will brand you to their advantage, not to your advantage. Once again, you loose money.**

People often go back stage, or write to **Wally Cato**, and tell him about their sales increases, or related achievements, as a result of finally establishing their personas in their market areas. Wally is the son of a poor and illiterate West Kentucky coal miner. Now he makes agents famous in various markets around the nation, and his message for you remains “You too can cut a greater figure.” His calls to the White House are returned, even from the Oval Office, and he could be talking about how outstanding you are. Most likely he is talking about how outstanding someone else is.

I confess, there was a time when I had no idea at all about the value of documenting and exploiting actions like taking a trip on Air Force One, having a legitimate book for use as a sales tool, getting speaking gigs, or having a Hollywood Walk-of-Fame star. I didn’t realize how these impress people favorably toward me. Like most people I never understood how fame changes reality and how this makes possible the accumulation of wealth through much greater sales results. I didn’t even know that fame was possible.



**Alan W. Altmann**, is considered America's leading empowerment authority, and is a recipient of the prestigious Success Coach Award presented by the voting membership of the Pacific-Rim Speakers Network. Altmann is a frequent guest on the weekly Dubai TV program, *Face-To-Face*. Alan comes to the speaker’s podium with a wealth of successful sales experience. He knows how to entertain, teach, and hold the attention of an audience. Alan wrote the books *Personal Empowerment* and *From Revival to Ruin*. He also co-authored the book *Gearing Up for Success*. His writings have been published in 14-countries. Al’s *Personal Empowerment* and *Family Empowerment* television programs have been broadcast nationwide on the *Public Broadcasting (TV) System*. During Altmann’s 27-year speaking career, Alan spent 15-years in the life insurance and financial planning business where he enjoyed great success. He qualified for the **Million Dollar Round Table**, and repeatedly earned his company’s top honors and career awards for “... the highest sales achievements company-wide.” He’s spoken to insurance industry groups across the United States and in eighteen foreign countries. Alan is listed in the *Who's Who Worldwide* directory of global leaders.