

# safemoney.com media



## KIT

Welcome to the SafeMoney.com Membership—a premier resource designed to propel your financial advisory business to new heights. In today’s fast-paced market, staying ahead requires more than just expertise; it demands innovative tools, strategic marketing, and consistent client engagement. With over 2 decades of industry experience, SafeMoney.com offers a comprehensive suite of services, including cutting-edge marketing solutions, custom video production, SEO optimization, and lead generation. By joining our membership, you’re not just accessing tools—you’re partnering with a team dedicated to your long-term success. Embrace the opportunity to transform your practice and achieve sustainable growth...





# Your Digital Partner

**Dear Future Member,**

I want to personally welcome you to SafeMoney.com, a platform that I created with one goal in mind: to help financial advisors like you thrive in today's digital world. I know firsthand the challenges of standing out in a crowded market, and that's why we've developed a suite of services designed to elevate your business. Whether you're looking to enhance your online presence, attract more clients, or build credibility, we're here to support you every step of the way.

What sets SafeMoney.com apart is our commitment to being more than just a service provider—we're your partner in success. From custom content creation to powerful SEO strategies, we take care of the heavy lifting so you can focus on what you do best: advising your clients and growing your practice. Even if you're not tech-savvy, our fully managed solutions ensure that you're not just keeping up with the digital age—you're leading the way.

Thank you for considering SafeMoney.com as your digital partner. I'm excited about the possibilities that lie ahead for your business, and I'm confident that together, we can achieve great things.

Looking forward to your success,

*Brent Meyer*  
Founder  
SafeMoney.com



# MARKETING

## key FEATURES

BUSINESS-BUILDING  
SOLUTIONS



CUSTOM CONTENT



EXCLUSIVE SERVICES



INDUSTRY  
EXPERIENCE



Reference <https://get.safemoney.com/your-digital-partner/>



# SEO & Keywords



## **What is SEO and Why Do You Need It?**

Search Engine Optimization (SEO) is the process of enhancing your website and online content to rank higher in search engine results, like Google. The better your SEO, the more visible your business becomes to potential clients who are searching for financial services online. Good SEO means more traffic to your website, more qualified leads, and ultimately, more business.

## **How SafeMoney.com Enhances Your SEO**

As a member of SafeMoney.com, your SEO gets a significant boost. The platform leverages advanced online strategies to increase your visibility in search engine results. This includes optimizing content, building high-quality backlinks, and improving keyword targeting—all of which are essential components of effective SEO.

## **Benefits Whether You Have a Website or Not**

Even if you don't have a website, SafeMoney.com helps enhance your online presence. Through features like custom profiles, video content, and social media integration, your name and expertise become more discoverable online. This increased visibility can drive traffic directly to your SafeMoney.com profile, where potential clients can learn about your services and contact you directly.

For those who already have a website, SafeMoney.com further amplifies your online strategies by linking back to your site from a trusted, high-authority domain. This not only improves your search engine ranking but also lends credibility to your business, making it easier for clients to find and trust you.

## **The Importance of SEO for Financial Advisors**

In today's digital age, clients often start their search for financial services online. Without strong SEO, your business may be overlooked in favor of competitors who rank higher in search results. By enhancing your SEO through SafeMoney.com, you ensure that your services are front and center when potential clients are looking for financial advice, helping you grow your practice more effectively.

**SafeMoney.com's SEO strategies are designed to make sure that you're not just visible online but that you stand out as a credible and trustworthy expert in financial planning.**



# Video Content



## The Power of Video Content for SEO and Growing Your Practice

Video content is a game-changer for SEO, making your website more visible, engaging, and authoritative in the eyes of search engines like Google. Websites with video are significantly more likely to appear on the first page of search results—53 times more likely, in fact. This is because videos increase the amount of time visitors spend on your site, lower bounce rates, and provide a richer user experience—all key factors that search engines consider when ranking websites.

But the benefits don't stop there. Video content is incredibly effective at capturing and holding your audience's attention. In an age where attention spans are shrinking, video stands out as a format that is both engaging and easy to consume. This makes it an excellent tool for explaining complex financial concepts, building trust with potential clients, and demonstrating your expertise.

At SafeMoney.com, we offer branded video content tailored specifically for financial advisors. Our videos are designed to not only enhance your SEO but also to position you as a leader in your field. By integrating these videos into your website and marketing strategy, you can attract more qualified leads, deepen client relationships, and grow your practice with a strong, credible online presence.

Whether you're looking to explain your services, share client testimonials, or discuss industry trends, SafeMoney.com's video content helps you communicate your message clearly and effectively. Plus, our videos are optimized for search engines, ensuring that your content reaches a wider audience and drives more traffic to your site.

Incorporating video into your marketing strategy is no longer optional—it's essential. With SafeMoney.com's branded video content, you can harness the full power of video to boost your SEO, expand your reach, and build a thriving financial advisory practice.





# The Spotlight

# Spotlight Series



## Stand Out from The Pack!

The SafeMoney.com Spotlight Series highlights financial professionals who are part of our tight-knit community of financial professionals across the country. Our community of financial professionals has appeared on major outlets including CNBC, U.S. News Money, Fox Business, CNN, and others reaching 84+ million households nationally.



*Jon Bellman* - Financial Professional

This is a personalized marketing tool designed to showcase financial advisors as trusted experts in the industry. It includes custom video interviews, social media content, and a featured article on SafeMoney.com, all aimed at enhancing your credibility and visibility.

This service helps you connect with clients on a deeper level, build trust, and differentiate yourself from competitors. It's an effective way to boost your online presence and establish yourself as a go-to authority in financial planning.

The Spotlight Series is where we celebrate you as independent business owners, friends, neighbors, educators, advocates, and people who are doing good work in their corners of the world. What stands out about financial professionals on SafeMoney.com from countless others in the industry is their commitment to financial security, wellness, and peace of mind for people from all walks of life.





# Agency Building

The SafeMoney.com member platform is much more than a tool for scaling your financial advisory agency and enhancing credibility. It offers a comprehensive suite of services designed to revolutionize your practice, including advanced digital marketing, custom video production, robust SEO strategies, and targeted client re-engagement. In a landscape where demand for "safe money" strategies has surged by over 350%, this platform positions you as the go-to expert in secure financial planning, helping you stand out in a competitive market.

Beyond just marketing, the platform provides exclusive annuity appointment generation, tailored marketing automation, and a vast library of financial education content. These resources not only help you recruit and support top-tier advisors but also empower your team to build successful practices, increase client trust, and elevate your agency's reputation.

With a fully managed, done-for-you approach, SafeMoney.com handles everything from content creation to SEO, enhancing your online visibility without requiring technical expertise. It's the ideal solution for advisors looking to expand their reach, attract new clients, and grow their brand with confidence.

For more details, visit [SafeMoney.com Membership Benefits](#).

<https://www.safemoneybroadcasting.com/safemoney-com-membership-benefits/>

*Happy Selling!*





# Complete Streamlined Marketing

Safe Money Broadcasting provides comprehensive marketing services, including advertising, public relations, and investor communications, ensuring all aspects of your business growth are covered.

Our team, with over 50 years of combined experience, offers tailored insights and guidance. As an independent provider, we help you succeed without requiring you to change your existing business relationships.



## WHY CHOOSE SAFE MONEY BROADCASTING

- **Unmatched Experience:** Our team has over half a century of industry expertise, ensuring you receive the highest level of service and support.
- **Proven Results:** Trusted by hundreds of advisors nationwide, our services have a proven track record of helping professionals close more sales and build stronger client relationships.
- **Comprehensive Support:** From marketing and advertising to public relations and investor communications, we offer a complete suite of services designed to drive your success.





# SafeMoney

Case Study

## Transform

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Transform Your Financial  
Advisory Practice with  
SafeMoney.com

## 20 years

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Financial Services Industry &  
Professional Digital Marketing  
experience



SAFEMONEY  
Advisors.com

## Success Stories

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Industry leaders in  
branding, consumer  
education & online  
credibility

# Online Expertise

Safe Money Broadcasting has been at the forefront of providing cutting-edge marketing solutions for financial advisors. We help numerous advisors grow their businesses, build client trust, and achieve exceptional results. As a go-to partner for financial professionals seeking growth and credibility, **SafeMoney.com** enhances online visibility through top rankings on Google searches, attracting potential clients and bolstering advisors' online presence.

## Success Story

- **Challenge:** Needed to build credibility and provide valuable resources to clients.
- **Solution:** Leveraged SafeMoney.com's extensive content and tools.
- **Result:** Attracted new clients through improved online visibility and informational resources.
- **Testimonial:** "Two cases come to mind that I closed using the SafeMoney personally branded landing page: one annuity for \$300,000 premium and a second for \$200,000. I highly recommend partnering with SafeMoney.com as an inexpensive way to provide value-added services and positive exposure for your business."

*Pat Kerfoot*

**Pat Kerfoot**  
FINANCIAL PROFESSIONAL





# Expert Advice

Our mission is to ensure your client and prospects enjoy the retirement lifestyle and financial stability they deserve.

We start with clear, honest, and objective financial education. Our goal is to help pre and post retirees understand safe retirement strategies.

## Success Story

- **Challenge:** Navigating the complexities of financial advising while providing clear, reliable information to clients.
- **Solution:** Utilized SafeMoney.com's comprehensive educational resources and support.
- **Result:** Enhanced client trust and successfully closed significant annuity deals.
- **Testimonial:** "SafeMoney.com is the best resource I have found for my clients and prospects. The content is impressive and has helped me gain new clients who found me through SafeMoney.com."

*Doc Faulkner, CFP*

**Doc Faulkner, CFP**

CEO / President

FINANCIAL FREEDOM GROUP



# Your Future

Safe Money Broadcasting is a leading provider of innovative marketing solutions for financial advisors.

Since our founding in 2011, we have empowered hundreds of advisors to build their businesses, establish trust with clients, and achieve unparalleled success. Our comprehensive suite of services, coupled with our extensive industry experience, positions us as the premier partner for financial professionals seeking growth and credibility.

## Success Story

- **Challenge:** Required effective materials to educate clients about financial products.
- **Solution:** Used Safe Money Broadcasting's charts, graphs, and educational booklets.
- **Result:** Closed multiple annuity cases, including a \$340,000 and a \$500,000 deal.
- **Testimonial:** "The materials for advisors to use are great! They help close annuity cases easily. Safe Money works!"

*Jon Bellman*

**Jon Bellman**  
FINANCIAL PROFESSIONAL





# The Sky's the limit.

## Client Testimonials:

**Jon Bellman:** "The materials for advisors to use are great! They help close annuity cases easily. Safe Money works!"

**Pat Kerfoot:** "I highly recommend partnering with SafeMoney.com as an inexpensive way to provide value-added services and positive exposure for your business."

**Doc:** "SafeMoney.com is the best resource I have found for my clients and prospects. The content is impressive and has helped me gain new clients who found me through SafeMoney.com."

**California Investor:** "I felt very comfortable with them....like being with a trusted friend. It was a good fit and I am looking forward to a good financial outcome."

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Enhance your professional presence and secure a top spot in the competitive financial advisory market. Partner with Safe Money Broadcasting today.



**SafeMoney.com**