



Product and Marketing Information

The Social Security Retirement Guide Affiliate Program

<http://socialsecurityretirementguide.com/Affiliates.html>

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What is the SS Retirement Guide All About?

This 70+ page guide guides upcoming retirees through the different options available when applying for Social Security retirement benefits. The goal is to help applicants maximize their Social Security checks by utilizing widely overlooked strategies.

The book is written by former Social Security employee Jim Blair, who has over 35 years of experience helping people manage their Social Security benefits. Most notably, he served as an Operations Supervisor and District Manager for the Piqua, Ohio Social Security Office.

Who would buy it?

Americans eligible for retirement within the next 1 to 3 years. Early Social Security retirement begins at age 62. Full retirement age is typically 66 years old. Couples, widows, and divorcees have the most to gain from the strategies contained in the book.

Current benefit recipients who filed their application less than 12 months ago can also use this guide to identify missed opportunities and re-file their application. This can only once per lifetime and is limited to 12 months before you are entitled to benefits.

4. Why would they buy it?

The Social Security application process can be confusing. Most people pay more attention to the date they need to file instead of learning about all of their options. This

guide not only discusses all of the available options retirees have, but it also shows how each option increases lifetime benefits.

Although the Social Security office does have local offices where people can call or visit to get questions answered, the wait times are extraordinarily long and the employees are often described as impatient and sometimes even rude.

The government has recently imposed reduced office hours for local branches and the commissioner of Social Security has told his employees not to discuss options with people. He believes the American public is very smart and through the internet they will have researched their options to know what they want to do before they contact Social Security to file for benefits. In fact, the goal of the Social Security Administration is to have at least half of the retirement applications filed online.

Bottom line: Americans have been left on their own to make informed decisions regarding when and how to receive Social Security retirement benefits.

5. Who is the competition?

- The free but cumbersome help available from the Social Security Administration.
- Social Security Consulting Services that charge \$100+ per hour.
- Financial planners that may or may not fully understand all the Social Security options.

6. Why would someone choose this product over the competition?

- Guide is authored by a former Social Security supervisor with 35 years of experience in the industry.
- It provides an alternative to the long wait times and unpleasant customer service commonly found at local SS offices.
- Cost is less than that of one-on-one consulting fees.
- Downloadable ebook provides instant access to answers 24 hours a day/7 days a week.
- Money-back guarantee.

7. What are the benefits of the SS Retirement Guide?

- It provides a do-it-yourself guide to applying for benefits with confidence.
- This guide will help many people uncover benefit options they never knew existed.
- The investment pays for itself with an average benefits increase of \$150 per month for individuals and \$800 per month for married couples and widowers.
- More than half of SS recipients leave money on the table. The professional advice and strategies in the SS Retirement Guide can prevent you from being them.

8. What are the features of the ebook?

- Complete walkthroughs of the formulas and calculations used by the Social Security Administration to determine your benefits.
- Create a detailed review of benefit options for individuals, couples, widows/widowers, and the divorced.
- Learn the steps to reapply for benefits if you have changed your mind since applying.
- Find out how to survive a “questionable retirement” designation.
- Compare your benefits before, at, and after Full Retirement Age.
- Identify whose account to base your benefits on (self, spouse, ex-spouse, deceased spouse).
- Single individuals have 3 strategies which can increase benefits by as much as \$150 a month or more, couples can use several strategies (8) to maximize benefits by as much as \$800 a month and widows/widowers can use 4 strategies to increase benefits by as much as \$425 a month or more.

8. Unique Angles for Promotion

First and foremost, there is nothing like this in the affiliate marketplace right now so the competition is low. YouTube videos, viral marketing, and PPC/banner advertising are all ripe for affiliate domination.

Traditional SEO methods targeting keywords can also work well, but I advise you to cast a wide net with your websites. There are so many different topics that could spark

an interest in this product. Long tail queries in this niche are almost endless. Do some research and get a feel for the questions retirees are asking on blogs, forums, and answer sites.

There is also a wide range of opportunity with retirement planning keywords. While these keywords are not necessarily focused on Social Security, they are precise matches for the target demographic.

9. What is the product price and affiliate commission?

Price is currently at \$27. Commission percentage for affiliates is 60% which comes to \$15+ per sale. There is also a one-click upsell for one-on-one consulting. The price for that option is \$49 but the commission is less (25%) due to higher labor costs.

So if a customer purchases both the guide and consulting upsell you make \$15+ in commission (\$15 for the book + \$12 for the consultation = \$27).

We appreciate all of our affiliates and we will help you in any way possible. Please reach out to us so we can discuss ideas to maximize your promotional efforts.

Geoff Beers & Jim Blair

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