

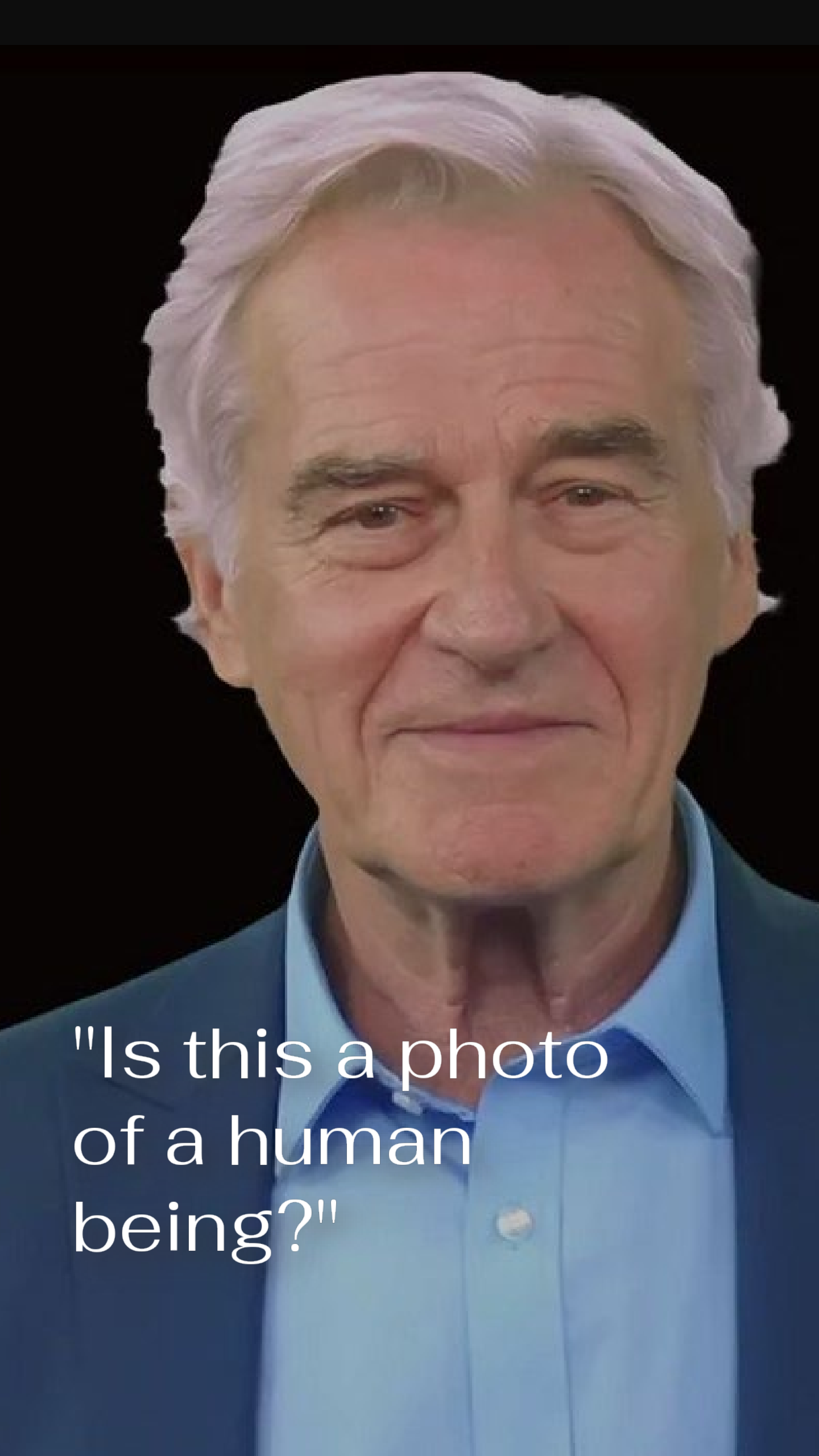
AI Impacts You

WHY COMPLACENCY IN THE FACE OF
ARTIFICIAL INTELLIGENCE THREATENS
ANNUITY AGENTS' FUTURE SUCCESS

By David Macchia

AI Annuity
Assistant

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NOT FOR USE WITH THE PUBLIC.



"Is this a photo
of a human
being?"

AI Replaces You

WE ARE NEARING AN INFLECTION POINT AND MUST ACKNOWLEDGE WHAT IS INEVITABLE: ARTIFICIAL INTELLIGENCE POSES A MORTAL THREAT TO ANNUITY AGENTS. WITHIN ONE YEAR, IT IS LIKELY THAT ARTIFICIAL INTELLIGENCE WILL HAVE ADVANCED ENOUGH TO BECOME A FUNCTIONING ANNUITY AGENT. WHAT DO I MEAN BY FUNCTIONING ANNUITY AGENT? I REFER TO THE ABILITY OF ARTIFICIAL INTELLIGENCE WITH HUMAN APPEARANCE TO ENGAGE IN TWO-WAY, REAL-TIME DISCUSSIONS WITH PROSPECTS THAT MIMICS THE INTERACTIONS BETWEEN TWO HUMANS.

UNLIKE A HUMAN ADVISOR, THE AI AGENT WILL KNOW EVERY DETAIL AND UTILITY POTENTIAL OF EVERY ANNUITY CONTRACT. DEPENDING UPON THE BUSINESS MODEL BEHIND THE AI ANNUITY AGENT, THE ANNUITIES IT RECOMMENDS MAY BE TRADITIONAL IN COMPENSATION, LOW COMPENSATION OR EVEN COMPENSATION FREE. TO JUSTIFY TRADITIONAL LEVELS OF COMPENSATION, HUMAN AGENTS WILL BE CHARGED WITH DEMONSTRATING THEIR VALUE TO CLIENTS AS NEVER BEFORE.

THE GREATEST THREAT TO HUMAN ADVISORS ARE HUMAN PROSPECTS AND CLIENTS. THIS IS BECAUSE RESEARCH HAS SHOWN THAT HUMANS REACT TO HUMAN-LIKE AI AVATARS SIMILARLY TO HOW THEY REACT TO AND INTERACT WITH OTHER HUMANS, THIS PHENOMENON IS CALLED THE “UNCANNY VALLEY” EFFECT. AS AI AVATARS BECOME EVER-MORE HUMAN-LIKE, THEY WILL FILL ROLES THAT HUMANS PREVIOUSLY HELD EXCLUSIVELY.

AI Assists You

IN THE FACE OF THE GREATEST TECHNOLOGY DEVELOPMENT OF OUR LIFETIMES, AGENTS NEED A STRATEGY FOR PRESERVING THEIR VITAL ROLE WITH CLIENTS. IGNORING THE THREAT AI POSES IS NOT A VIABLE OPTION. AS I SEE IT, THE ONLY STRATEGY THAT CAN BE SUCCESSFUL IS TO EMBRACE AI WITH THE GOAL OF USING IT TO STRENGTHEN YOUR IMAGE, YOUR BRAND AND YOUR OVERALL VALUE PROPOSITION.

DISRUPTION CREATES OPPORTUNITY. I DEVELOPED AI ANNUITY ASSISTANT TO SERVE AS A LOW-COST AND VIABLE STRATEGY FOR AGENTS TO BE ASSISTED BY RATHER THAN REPLACED BY AI, WITH THE APPLICATION OF CREATIVITY AND HUMAN SKILLS IN THE AREAS OF DESIGN AESTHETICS, COMMUNICATIONS, DOMAIN EXPERTISE, PSYCHOLOGY, AND SELLING SKILLS, ALL IN THE CONTEXT OF THE LATEST DIGITAL TOOLS, IT IS POSSIBLE TO CRAFT A NOVEL UX THAT ATTAINS A GREATER DEGREE OF IMPRESSIVENESS. THIS IS WHAT I CALL **OVERWHELMING DIGITAL IMPACT**, AN EXPERIENCE THAT EMPLOYS AI AVATARS BUT SUPPLEMENTS THEM WITH AN ARRAY OF OTHER DESIGN AND COMMUNICATIONS COMPONENTS. THE BOTTOM LINE IS AGENTS BECOME EMPOWERED TO DELIVER A SUPERIOR CLIENT UX.

IN THE END, THE MOST IMPRESSIVE CLIENT EXPERIENCE WILL WIN OUT. THAT'S THE OBJECTIVE THAT AI ANNUITY ASSISTANT SEEKS TO PROVIDE YOU, NOTHING IS MORE CRITICAL IF RELEVANCE AND YOUR FUTURE SUCCESS ARE TO BE PRESERVED.



"Protecting your savings..."

OVERWHELMING DIGITAL IMPACT



"A rich history."



"That is what represents true
income security."

PLC Personal Learning Center

"Overwhelming Digital Impact"

WHEN YOU SUBSCRIBE TO AI ANNUITY ASSISTANT YOU RECEIVE THE INNOVATIVE PERSONAL EARNING CENTER (PLC). THIS IS A WEBSITE FOR AGENTS, BUT I HESITATE TO CALL IT AN AGENT'S WEBSITE. THE REASON IS THAT THE PLC IS VASTLY DIFFERENT THAN THE CURRENT GENERATION OF AGENT WEBSITES.

THE PLC IS A DESTINATION FOR PROSPECTS AND CLIENTS THAT DELIVERS A HIGHLY FOCUSED, COMPELLING AND CONVINCING SET OF SALES MESSAGES, UTILIZING:

- MULTIPLE, PERSONALIZED AI AVATAR ASSISTANTS
- DIGITAL-ASSISTED SELLING
- SPECIALIZED, SALES-FOCUSED VIDEO PRESENTATIONS
- BEAUTIFUL GRAPHIC DESIGN
- DRAMATIC IMAGERY

UX

"A PRODUCT IS ONLY EVER AS GOOD AS ITS UX."

Blake Ross, Co-Creator Mozilla Firefox



DAS



THE PLC ENABLES YOU TO LEVERAGE THE POWER AND EFFICIENCY OF DIGITAL-ASSISTED SELLING. AT VIRTUALLY NO COST TO THE AGENT, DAS DELIVERS. PERFECT, COMPLIANT AND CONVINCING SALES PRESENTATIONS AT ANY TIME OF DAY THAT A PROSPECT FEELS IS CONVENIENT.

AI AVATAR'S ENCOURAGE PROSPECTS TO UTILIZE DAS BY URGING THEM TO WATCH THE SPECIALIZED VIDEO SALES PRESENTATIONS.

AQUILA

FIXED INDEXED ANNUITY

“OUT OF A UNIVERSE OF 532 FIAs,
AQUILA IS THE ONLY FIA THAT OFFERS
A 10% BONUS WITH ZERO FEES.”

This initial iteration of AI Annuity Assistant centers on GCU Life's extraordinary Aquila FIA. This is a wonderful ground floor opportunity for agents: A quality fraternal insurer is offering a quality, consumer-oriented FIA. Look for the **Contract with GCU** link at www.AIAnnuityAssistant.com or click [here](#).

To help you market Aquila with “Overwhelming Digital Impact,” check out the extraordinary Personal Learning Center you receive when you subscribe. Click [here](#).

Aquila is a high quality, consumer-oriented FIA. Of the 532 FIA contracts available, it is the only FIA with a 10% bonus and zero fee. Among its great features is a 30% cumulative free withdrawal.

In the near future, we will launch **FIAValue**, a generic version of AI Annuity Assistant designed to help you sell any of your favorite FIAs. FIAValue will be a transformative sales and marketing innovation. It will be available both with and without a carrier contracting requirement, along with corresponding pricing options. Learn about FIAValue [here](#).

For questions about contracting with GCU, call (800) 344-4105.

Acquire AI Annuity Assistant
\$799 one-time.
(refundable at \$500k)
\$99mo. ongoing. That's all!
(a bargain for a marketing revolution)

Click [Here](#) to Purchase.

AI

"Annuity marketing will never be the same again."



UX



DAS



Digital-Assisted Selling

**OVERWHELMING
DIGITAL IMPACT**



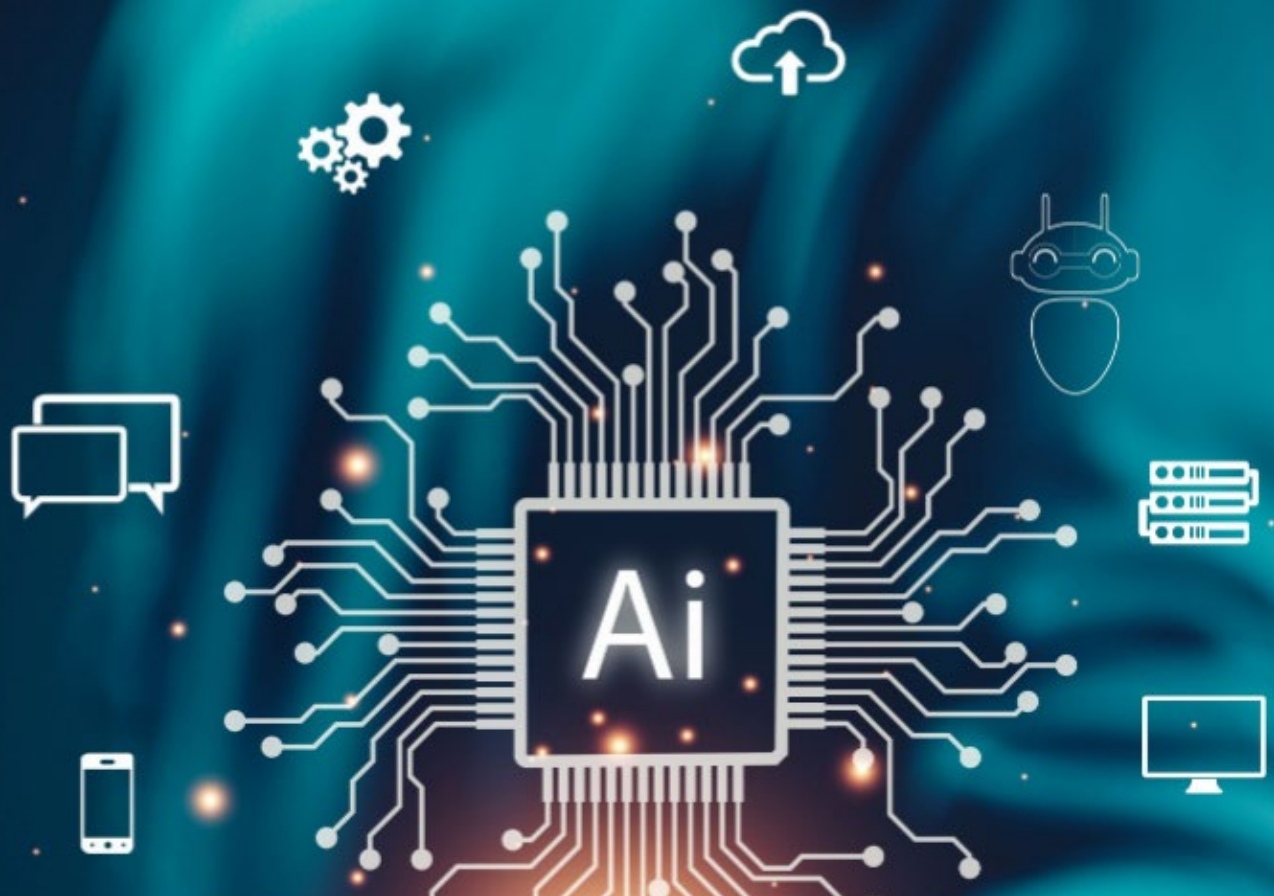
PLC



Watch the
Commercials. to
learn about key
features.

www.AIAnnuityAssistant.com

(800) 344-4105



AI Annuity Assistant™

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