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~~The purpose of this website is to engage and inform, in a user-friendly/readily-accessible online setting, a specific subset of people sought for their skills, expertise, qualifications and status as top-tier health insurance brokers.~~

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Nobody reads the fine print? I beg to differ. There are those of us who know where the good stuff is, and it's usually buried under two dozen lines of mouse-type. If you ask me, fine print is the best part of the ad. It's certainly a lot more informative than the headlines and copy—which is usually just fluff; am I right? Fine print is truth, by God, stripped of all the pretense and nonsense of standard marketing speak. Those little words are there because they had to be, not because some slick copywriter felt they "encapsulated the brand identity" or "resonated with the target audience." No loaded words. No hollow gestures. No meaningless jargon. And for goodness' sake, no stock photographs of smiling, unblemished people who are all "advancing solutions." There are those of us in this world who prefer our facts straight and undiluted, and I'm here to tell you that squinting at a few lines of mouse-type is a heck of a lot easier than reading between the lines of the rest of the ad. You know what I do? I keep a little magnifying glass right here in my desk drawer, always at the ready. Cost me two bucks online, with free shipping.

Now I never miss a footnote or disclaimer, never strain my eyes, and I always know what's what. Staying alert, staying informed. That's what it's all about. How do you think I got the magnifier so cheap? When people want the real story, they come to me. If it's been published, no matter how small, you can bet I know about it. And I never sugarcoat the truth. It's just not my style. If I say it's a good deal, it is. If I say it isn't, steer clear. You know what, though? I like that most people don't read the fine print. Let 'em keep skimming. That just leaves all the juicy data for the rest of us, who know what to do with it. www.ireadthefineprint.com