



Mindshift

In Association with

Preeminence



COLONIAL PENN

Here's an example of an ingenious idea to create your own market and generate far greater income.

Colonial Penn was an insurance company that was designed to sell insurance created for a specific demographic or person. They were struggling years ago, and they couldn't figure out how to break through the barrier of trying to win over groups that already had affiliations with the right target market.

Somebody got the wise idea, "Why don't we just start our own organizations, and we'll have a captive market?" They started American Association of Retired People (AARP) just so they would have a captive client. (Membership at last count was over ten million.) Colonial Penn did billions of dollars in business from this brainstorm.

