



Membership

ADVOCATE. EDUCATE. DIFFERENTIATE.

Cheryl Canzanella, LUTCF
Jacksonville, Florida
LOYAL MEMBER SINCE 2010

BELONG TO YOUR Professional Association

Belonging to your professional association sets you apart from the competition by ascribing to a Code of Ethics, voluntarily investing & participating in a performance-driven networking group, and serving your industry through advocacy and community service.

NAIFA offers a career-friendly membership fee model based on your industry experience.

Year 1	Year 2	Year 3	Year 4	Year 5+
\$10/month*	\$20/month	\$30/month	\$40/month	\$56/month

Your fee is based on the number of years in the industry as a producer. Additionally, if you have 3+ years as a producer, you can take advantage of our introductory rate of \$30/month for the first year.

* Use promo code 1, 2, 3 or GROW (4+ years in the industry) at checkout to get your career-friendly rate

Quick Facts:

- Nationwide network of members that share & support you
- Opportunities to meet & represent NAIFA with your state & federal policymakers
- Has its own leadership academy (LILI) & magazine
- Opportunities to speak, write & volunteer

The Value to You:

- Make more money by working smarter
- Build your partner network of advisors with complementary services
- Receive mentoring from top producers
- Satisfaction in giving back to your clients, community & industry

www.naifa.org/join

NATIONAL ASSOCIATION OF INSURANCE
AND FINANCIAL ADVISORS
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Phone: 877-866-2432
Email: recruitment@naifa.org



NEW MEMBER Onboarding Program

www.naifa.org

Month
1

PLANNING YOUR YEAR

Start your membership off right with a guided tour of the programs, services and volunteer opportunities that come with membership. Subsequent months will provide a deeper dive into other programs, but use this New Member Orientation to map out top areas of interest and save key dates for 2020.

Month
2

YOU ARE THE BRAND

Make 2020 your best year yet! Join us as we provide a tip-packed session on how you can present yourself the best way possible. From understanding your body language, to tips on listening, speaking, dressing, your brand on social media and more, this session will help you elevate your game and work at the speed of trust.

Month
3

ADVOCACY 101

As a member, you are helping to protect our industry and your clients. Increase grassroots efforts with training from NAIFA's Government Relations team. Learn how to talk to representatives and build relationships with policy makers on Capitol Hill and in your state legislature.

Month
4

PERSONAL COACHING SESSION

Ever wonder how some advisors really take it to the next level? The secret is having a personal business coach! NAIFA's membership includes a whole network of prof. coaches who would love to provide a free session on what's involved and why so many advisors make the investment in themselves & in their practice.

Month
5

PUBLICATIONS, PAPERS & RESEARCH

NAIFA authors publications and reports that the media cite as the go-to voice of the industry. This month we will review the publications to ensure they match your interests. Know what content applies to your own practice and your clients.

Month
6

IFAPAC

Each year, NAIFA's Political Action Committee (PAC) is the largest in the industry. This session will introduce you to the PAC, explain how it works, why it is critical to NAIFA and the industry, how you can participate and be recognized.

Month
7

PROFESSIONAL DEVELOPMENT

Create your summer reading list by joining us to get an overview of all of the educational opportunities that come with your membership. From Big Ideas webinars to Skillbuilders, find what's right for you.

Month
8

DESIGNATIONS & CERTIFICATIONS

LUTCF & LACP are recognized marks of distinction for insurance agents and advisors. A panel of top producing designers will tell how the designations helped them write more business and distinguish them from the competition.

Month
9

YOU, NAIFA AND THE MEDIA

Membership in NAIFA affords media access. Boost your personal brand and that of your firm by presenting yourself in print, social media and on camera. Benefit from the NAIFA National Communications team that will provide a session to help you take advantage of today's media and reach new audiences.

Month
10

LILI

Members credit the Leadership in Life Institute (LILI) as "life changing" when it comes to improving their business performance. This month you will hear from LiLi grads who will explain the program and help to expand your network.

Month
11

VOLUNTEER OPPORTUNITY TOUR

Members say that taking on a leadership role at NAIFA helps set them apart from other advisors, but how do you get there? This month will focus on how you can map a path to NAIFA leadership. The sky's the limit with NAIFA as you build your plan for personal growth.

Month
12

THE CENTERS

NAIFA offers Centers of Excellence that focus on talent development, business performance and specialty areas such as long-term care. The Centers provide resources such as webinars, articles, expert interviews & discussion groups.