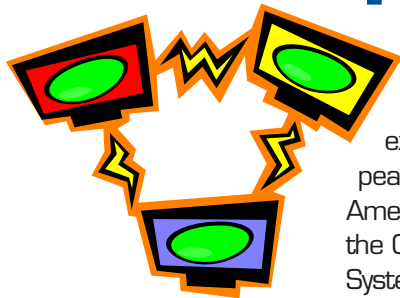


CNS WORLD NEWS

WESTERN-SOUTHERN LIFE | ISSUE 1 | APRIL 6, 2001

What's This CNS World News Thing All About?



Thanks for asking. CNS World News exists to support peace, justice, the American Way and the Client Needs System. (Not necessarily in that order.) CNS is perhaps the most under-

rated success tool on the planet. That's why Western-Southern has hired some of the world's finest writers, photographers and graphic designers to create an exciting, action-packed, fact and fun-filled tabloid

exclusively for you. Look for CNS World News to hit your mail box on a regular basis. You'll find more great CNS stories and tips in Field News and—soon—on Agency Online. **WN**

Spread the Word and Win!

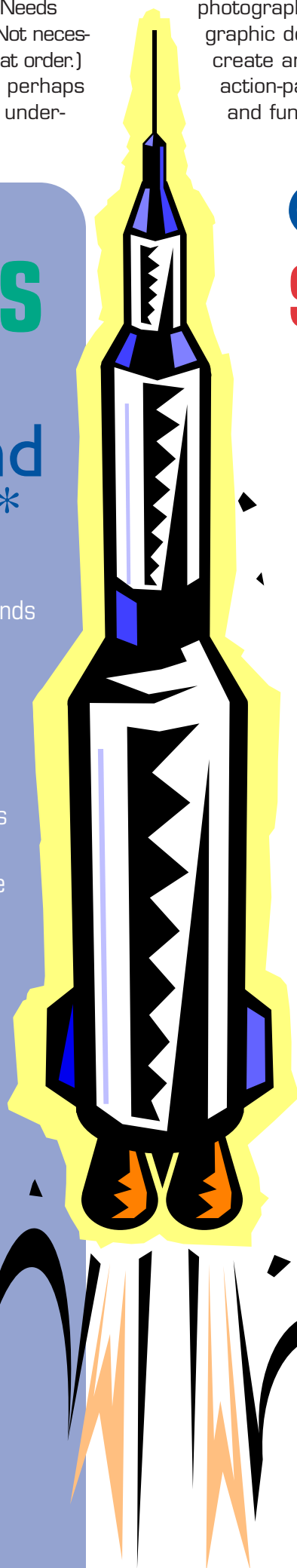
If you have had success using CNS, or if you have a suggestion or comment, or if you know a good way to get mustard stains out of cloth car seats, please e-mail Troy.Brodie@westernsouthernlife.com by April 13. Best stories (in our opinion, of course) will win their authors restaurant coupons for \$25, \$35 or \$50. **WN**



Give CNS a Better Name and Win Big!*

We all know that CNS stands for Client Needs System, and we all know that the name CNS is, well, not the most ideal name. (Sounds like some kind of disease, doesn't it?) That's why we're having a "Name That System" contest. The Western-Southern Life manager or agent who submits the winning name will receive a 21" color TV, which you have to admit is a lot better than being abducted by aliens! E-mail your name suggestions to Natalia.Kokalj@westernsouthernlife.com no later than April 15.

*"Big" means different things to different people, of course. At least one person thinks this prize is big, so we figure we're off the hook.



CNS Can Even Persuade Space Aliens!

Western-Southern's CNS software is so extensive, even space aliens would be persuaded by this powerful software system!

CNS World News made this discovery after an interview with Bob Larkin, an agent based in Sharon, PA.

"It would work with any of our clients," Larkin said, who has used CNS with more than 10 clients a month over the last 10 months. "Across the board, they are very impressed with numbers the system provides."

Noted scientist Dr. C. Edward Spacey confirmed to a CNS World News reporter that space aliens are increasingly interested in financial planning. "The longer they walk among us here on earth, the more they adapt to our way of life," he said. "As aliens live and work with us, and with many of them assuming human form, they increasingly desire to act like humans, and that means taking care of their children's education, their families' financial futures, retirement planning and so on." It stands to reason, then, that space aliens will find CNS to be very persuasive.

"My target market is 25- to 45-year-olds, most of whom are married with families," Larkin said. "But I have also found that CNS is effective with people outside of that scope, such as a 55-year-old facing retirement."

While not much is known about the life-span of extraterrestrials, actuarial tables are even now being calculated by researchers at the University Without Walls or Tables or Any of That Other Materialistic Junk,



where Dr. Spacey is a faculty member.

"For example, we know the Roswell, New Mexico space aliens have been here for at least 50 years," Spacey said. "It stands to reason that many of them have had offspring and are very aware that retirement age is not that far off. So, it is clear that they are ripe for financial planning assistance."

Larkin's extensive experience with the effectiveness of CNS confirms Spacey's predictions. "I use CNS as an educational tool, and without exception my clients have been very impressed with the system's projections. The numbers CNS provides are based on the actual numbers provided by my clients, so it has a lot of credibility."

While Larkin has not, to his knowledge, had any clients who are space aliens, he does believe that CNS allows him "to gather a lot of information that uncovers a lot of need," he said.

Even for E.T. **WN**

Now that we have your attention, let's get serious. Take it from our leading agents—CNS works. Use it to launch your performance into outer space. With CNS as your secret weapon, you'll boost your productivity into another galaxy!

