


# E-CONNECT

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**\$2,000 Commission Bonus!**  
On your first \$50,000 case – apps received on or before Dec. 31, 2011<sup>1</sup>



**Ireland Travel Incentive!**  
\$500,000 SPL Premium on apps received Feb. 1, 2011 through Dec. 31, 2011<sup>1</sup>

## 2 Simplified-Issue Single-Premium Life Products

### WealthSure Life™

- 15% MGA Commission<sup>2</sup>
- No Exams
- Accelerated Death Benefits<sup>4</sup>
- Increasing Death Benefits<sup>5</sup>

### WealthMax Bonus Life™

- 9% MGA Commission<sup>3</sup>
- 12% Premium Bonus
- Return of Premium Rider
- No Exams
- Accelerated Death Benefits<sup>4</sup>

**The Ohlson Group**

**877-844-0900**

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1Call EquiTrust Life for campaign rules and qualifications. 215% MGA Commission for applicant ages 55-80; 11.5% ages 81-85. 39% MGA Commission for applicant ages 50-75; 8.5% ages 76-80; 6.5% 81-85. 4Policies and Accelerated Death Benefits may vary by state. 5Based on current illustrated nonguaranteed values. Death Benefits may not increase at lower illustrated rates.

Not available in all states. Policies issued on Form Series ETL-ISWL-2000(01-10) with Rider ETL-ADBR(05-10) and ETL-IUL-2000(08-10) with riders ETL-ROP(08-10), ETL-PBR(08-10), ETL-FPW(08-10) and interest/index accounts ETL-1YRINT(08-10), ETL-1YRP2PCAP(08-10), ETL-1YRMC(08-10), ETL-2YAVGCAP(08-10). Both products are issued by EquiTrust Life Insurance Company, West Des Moines, Iowa. For Producer Use Only. AC11-ETL-ECN-1077