

## Leading Your Insurance Agency To Greatness Based On The Five Tiers Of Agency Leadership

Garry Kinder, CEO of The KBI Group says, In Dr. Canhs book, The Building Blocks of Agency Development - A Handbook of Life Insurance Sales Management, you will find systems that work and philosophies that win throughout the pages. Indeed this handbook will help new as well as experienced professionals in life insurance sales management with basic know-how to build a successful insurance agency and ideas to enable them to unleash their leadership potential and reach the pinnacle of their management career. Not only does this book clearly describe the fundamental systems and techniques that help lay a solid foundation for a growth agency, it also shows you step by step how to apply them in your daily management responsibilities. More importantly, you will learn from this book philosophies that guide you in the right direction to develop your leadership skills so that you may lead other people to achieve greater success in helping themselves and their clients in their goal to grow and protect their wealth.

If you are buying this book hoping to make a million dollars, please put it back on the shelf. This book will not help you do so and when you read the chapter, "My Boss is a Sociopath," you will understand why. This book helps you increase your annual sales commissions to \$100,000, \$200,000, \$300,000 or more a year while maintaining balance in your life. Please keep your family, friends, and hobbies. You do not have to be a workaholic to earn this kind of money. I own and operate a small independent insurance agency. So small that it is just one employee and I. Yet we earn more commission income than most insurance agencies operating with 10 employees. Over the last 12 years of operations, I developed a code of sales techniques that worked for me. Some of my "secrets" seem so obvious to me, it is hard to believe salespeople do not do these things out of plain common sense. I do not care if you are a used car salesman or a medical sales representative for the largest medical supply company in the world. The common sense secrets in this book will help you all.

The Most Comprehensive Guide To Successfully Selling Final Expense Life Insurance - From The Perspective Of A Time-Tested, In-The Trenches, Final Expense Agent! With more people now than ever interested in selling final expense life insurance, it is now more important than ever to develop a comprehensive approach to lead generation, prospecting, presenting, and closing final expense life insurance business. Taking his own experience successfully selling final expense burial insurance and from his experience training hundreds of final expense agents nationally, David Duford has put together a strategic system of selling final expense within this book, designed to maximize new and experienced agents' success. The Official Guide To Selling Final Expense Insurance provides the strategies and tactics to develop agents into top-producing final expense agents. This handbook explains how to: -Ensure you find the best final expense agency to partner with. -Duplicate David's system of success that he teaches his final expense agent partners. -How to effectively sell final expense in a low-key, customer-focused approach, maximizing income and quality of business.

Do you know that starting an insurance agency is probably one of the best business ideas? Do you want to know . . . How some startups created billion-dollar-plus, insurance-based companies in the last 5-10 years? The secrets behind building a multimillion-dollar insurance agency? How to scale up an insurance agency profitably? How to cut through the noise in the market and differentiate your business? How to leverage technology to rise above (be seen and heard) the myriad of agencies around you and compete with both local and online agencies? How to build a team which carries your mindset to take care of clients and grow your business? If you are interested in learning about these

topics, then you are at the right place. You can either spend years/thousands of dollars figuring things out for yourself or read this book and get wisdom from successful agents and thought leaders at top insurance agencies. I have interviewed Chris Paradiso, Mike Stomsoe, Mark Vitali, Ryan Hanley, Ryan Deeds, Kelly Donahue-Piro, Joe and Gina Clevenger, Nick Lamparelli, Tony Canas, C.J.Nolan, and dozens of other thought leaders and collated their wisdom in this book. This book will provide you a playbook which you can use to start, build, and scale up an insurance agency.

Insurance Agency Optimization was written by a multi-line insurance agency owner, for multi-line insurance agency owners. It was written to help agency owners understand that they are not alone. The reality is almost nobody who owns an insurance agency ever planned on owning an insurance agency. Once upon a time I was a highly successful salesperson, or sales manager, or corporate executive or somebody special in some other field. Then, I got sick of working for somebody else and I thought it would be awesome to own my own business, create my own schedule, make tons of money, travel the world and golf a lot. So I opened my own insurance agency. The problem is insurance agency owners who jumped into this industry during the 21st century have a much different looking opportunity than those who came before them. It's still a tremendous opportunity, but the rewards aren't realized until several years of dues are paid. This book was written to save agency owners time and money as an alternative to present day trainings and seminars which offer quick fixes, silver bullets and shortcuts to success; none of which exist. Insurance Agency Optimization uses simple, easy to understand mindsets, systems and processes which have worked in all sales industries since the beginning of time. This book focuses on the common denominators all successful agencies share. Readers will learn to consistently focus on daily disciplines which increase levels of health, happiness and overall productivity. You'll be given the essential mindset required to win each moment so you can win every day. And it will provide you and your teams with the tools required to dominate your market and ultimately work so efficiently your competition cannot even be compared to you. The insurance business is simple, but it's certainly not easy. You recruit, hire, train, educate and continuously motivate highly productive team members. You get to know your prospects by having conversations which uncover needs and then you offer the best possible solutions to satisfy those needs. Sounds simple, but again...it's not easy. This book was written and The Positive Impact Club was developed to make your life as the proud owner of a multi-line insurance agency much easier and will put you and your team on the right path to: Recognize and optimize every customer opportunity within every interaction each and every day Stand above and ultimately eliminate your competition Create a winning office culture with personal and team accountability Plan, prepare, track and ultimately WIN every day Implement a simple, repeatable sales processes to uncover multiple customer needs within one relaxed conversation EARN more referrals, ELIMINATE wasted marketing dollars and RETAIN more customers than ever before Become the happiest, healthiest and most productive version of yourself Perhaps you didn't fully understand what you were jumping into when you opened your insurance agency. And chances are you often times feel overwhelmed, confused or frustrated. The good news is you are not alone. The better news is there are proven ways to improve your results spelled out in this book. The best news is, this book will show you how to close the "knowledge/action gap." It's great to know things, but without action knowledge is useless. Insurance Agency Optimization will challenge you to take one, two or three key components that best suit your agency and implement them immediately. The strategies shared in this book are proven to work and grow your business regardless of where you are today. After reading Insurance Agency Optimization and joining The Positive Impact Club the only regret you'll have is that you didn't know all of this sooner!

Now updated — your guide to getting the best insurance policy Are you intimidated by insurance? Have no fear — this easy-to-understand

guide explains everything you need to know, from getting the most coverage at the best price to dealing with adjusters, filing claims, and more. Whether you're looking for personal or business insurance, you'll see how to avoid common pitfalls, lower your costs, and get what you deserve at claim time. Get to know the basics — understand how to make good insurance decisions and reduce the chances of a financial loss in your life Take your insurance on the road — manage your personal automobile risks, handle special situations, insure recreational vehicles, and deal with insurance adjusters Understand homeowner's and renter's insurance — know what is and isn't covered by typical policies, common exclusions and pitfalls, and how to cover yourself against personal lawsuits Buy the right umbrella policy — discover the advantages, and coordinate your policies to cover the gaps Manage life, health, and disability risks — explore individual and group policies, understand Medicare basics, and evaluate long-term disability and long-term-care insurance Open the book and find: The best life, health, home, and auto policies Strategies for handling the claims process to get what you deserve Tips on adjusting your deductible to suit your lifestyle How to navigate healthcare policies Ways to reduce your risk and your premiums Common traps and loopholes Considerations for grads, freelancers, and remote workers

NETWORK MARKETING, IF DONE CORRECTLY, IS THE BEST BUSINESS MODEL THAT WILL PRODUCE A WIN-WIN SITUATION FOR ALL THOSE INVOLVED. The author has a talent for explaining the complicated and misunderstood field of network marketing in a way that even those new to the business as well as those who have been in it for years can benefit from. Phil understands that success in network marketing is a journey not a sprint. It is about developing leaders who in turn develop leaders. Finally, success in network marketing is about growing as a person and understanding what one must do to achieve their goals. In this book there is a wealth of information for all involved in network marketing that can be the missing piece to your success. “I have known Phil Benson for many years. If he is writing a book about this subject, you can count on it being real, valuable, and perhaps life-changing. I would not delay in reading it and sharing it with your most valued distributors and prospects.” —Dan McCormick, 37-year network marketer and multimillion-dollar earner

Leading Your Insurance Agency to GreatnessBased On: The Five Tiers of Agency LeadershipCreateSpace

If you work for a traditional insurance agency or broker, you're probably leaving millions on the table along with the opportunity to script the dream life you've always wanted. You're forced to attend time-wasting meetings and have little control over your time or compensation. Management can alter your commissions or move the goalposts whenever it suits them. Even worse, your job can disappear, taking your clients with it. To thrive, you need to break those corporate bonds. Earn It, Own It is your road map to independence. Within, Insurance Office of America vice president Bruce Johnson reveals how you can become a sales entrepreneur, owning your book of business, earning significantly higher commissions, scaling your business through partnering, and spending more time with family. He also demonstrates how a culture of faith, family, and teamwork will serve you far better than one of arbitrary competition. If you're a self-motivated hard worker open to new information and ideas, this book is for you. You owe it to yourself to learn about IOA's entrepreneurial business model. It's the first step to transforming the way you do business-and revolutionizing your life.

There is more to selling insurance than writing policies. When done right, you can build a successful business that affords you a lifestyle that most people only dream about. Why try to figure it out on your own when you can learn from someone who has already been there and done that? Jeff Hastings knows insurance, and he knows how to build a profitable business. Since starting as a file clerk with Farmers Insurance Group in 1985, Jeff has built an extraordinary business, consistently receiving top awards, including District Manager of the Year in 2005. He and the agents in his district have achieved phenomenal success, and now he shares the keys to their success with you.

The Most Comprehensive Guide To Successfully Starting Your Insurance Sales Career... No Matter What Insurance Product You Sell... From The Perspective Of A Top Producing Insurance Agent And National Trainer! Did you know that the "ugly" truth of insurance sales is that over 90% of new agents FAIL within their first 12 months of getting their license? The sad truth is that insurance sales is TOUGH, and to succeed, you must have a strategy in place to avoid becoming another statistic. Taking his own experience succeeding AND failing out of insurance sales, David Duford has designed this guide to help new insurance agents navigate the most common pitfalls to selling insurance so you can improve your odds of a successful, lucrative career. The Official Guide To Selling Insurance For New Agents provides the blueprint to optimizing your new career as an insurance agent. This handbook explains: 1) How to avoid failure and achieve success. 2) How to select the best insurance product to sell. 3) How to identify and avoid joining agencies who are NOT working in your best interest. 4) A crash-course in understanding how to become a top-producing insurance agent.

Darren Sugiyama, nationally known author and business consultant has disclosed the secrets of his insurance industry success. His story will amuse and inspire you to take your company to the next level. Proven results...every time!

Get A Professional Insurance Agency Plan Template Plus 10 Valuable Free Bonuses - For Less Than The Cost Of Two Starbucks Coffees  
This book features a complete business plan template. This fill-in-the-blanks template includes every section of your business plan, including Executive Summary, SWOT Analysis, Marketing Strategy, Financial Projections and more (a similar template is sold elsewhere for \$69.95). Here's how this system will benefit you: \* Discover how to develop a business plan that will make bankers, prospective partners and investors line up at your door. \* It will help you predict problems before they happen and keep you from losing your shirt on a dog business idea. \* Insider secrets of attracting investors, how to best construct your proposal, common mistakes and traps to avoid, and more. \* This template was successfully field tested with numerous entrepreneurs, banks and investors. Whether you're just getting started or you're on your way to the top, this could be the single most important investment you make in your business! The Business Plan Template could pay for itself, many times over, the first time you use it - and it's sure to spare you lots of costly mistakes every step of the way. Get These 10 Valuable Free Bonuses (a limited time offer) Place your order by the end of this month and I will also include instant download instructions for the following free gifts: Free Gift #1: A Word Doc version of the Business Plan Template You get a Doc version of the Business Plan Template so you can easily edit and modify it to meet your own specific needs (compatible with most word processors). Free Gift #2: An Extensive Generic Business Plan Template In MS Word Format This is a high quality, full blown business plan template complete with detailed instructions and all the related spreadsheets. Allows you to prepare a professional business plan for any business. Free Gift #3: A Set of 23 Excel Spreadsheets and Tables Use it to create the financial projections, graphs and tables required for a business plan. This includes: start-up expenses, market analysis, sales forecast, personnel plan, financial projections and more. Free Gift #4: Business Feasibility Study System A complete fill in the blanks Business Feasibility Study template system. Featuring crucial things you must consider before you start pouring in your hard earned money, proven to keep you from costly mistakes when starting or expanding a business. Free Gift #5: Business Financial Planner This is a multi featured, fully operational Excel based software program. It is a financial management program that will help you prepare budgets, cash flow projections, projected income statements, plan and analyze your start up expenses and sales and much more. Free Gift #6: How to Improve Your Leadership and Management Skills (eBook) How to lead and manage people; discover powerful tips and strategies to motivate and inspire your people to bring out the best in them. Be the boss people want to give 200 percent for. Free Gift #7: Small Business Management: Essential Ingredients for Success (eBook) Discover scores of business management tricks, secrets and

shortcuts. This program does far more than impart knowledge - it inspires action. Free Gift #8: How To Create A Business Plan, Training Course (Online Video) This training course discusses the creation of a business plan thus enabling you to develop a very good business plan. Free Gift #9: How To Find And Attract Investors, Training Course (Online Video) This self-paced training video will show you how to find and attract investors. Free Gift #10: PowerPoint Template to Create a Presentation for Your Business Plan Present your business plan with a flair. New York Times Bestseller! Are you working too many hours for too few clients? Does it seem that you do more paperwork than peoplework? Will you spend more hours on the road than in front of people this year? Whether your agency is big or small, if you answered yes to any of those questions, you need more than an adrenaline boost! You need a shot of strategies to wake things up and put you on the path to success fast! - How to get appointments with 10 clients every day - How to find qualified clients and get them to come to you - How to get clients in and out of your office in 30 minutes-or less! You'll also discover how to ramp up for success with something you already have, but probably overlook, why some clients don't make sense for your agency, and what you need for an effective sales pitch. Get the help you need by putting Troy Korsgaden on your side. His strategies have made a difference for the thousands of agents who have attended his seminars across the country. They can make a difference for you too!

Uses a fictionalized story about a copy machine salesman to illustrate to readers how anyone who wants to break through self-imposed barriers can achieve all that life has to offer.

By harnessing new, easy-to-use technologies that help them find customers around the world, everyday people are starting meaningful businesses that offer a high-paying alternative to a corporate career. In this updated edition, will learn tactics from real people who are earning \$1 million a year on their own terms.

Running your insurance agency is tough because most agency owners are also still active producers. They often find themselves wearing the hats of many and juggling time between sales and management. When you recognize when the time is right to retire, a comprehensive purchase, consulting, and lease agreement are also included to take the guesswork out of what details should be included in an agreement with your prospective buyer. This is a useful manual that I have used every day for over 25+ years. Are you a struggling new agent? Experienced but still hitting a brick wall? Do you wonder if you could accomplish more? Learn all about prospecting, marketing, SEO and Social Media for running a successful insurance agency from an Independent and a Captive agent. Pat and Holly want to help show you everything from starting your agency to keeping all of your customers. If you are tired of hearing the same old advice that doesn't work this book is for you. Pat's daily activity system of working leads and finding opportunities and Holly's insight on marketing and growing a captive agency from scratch will grow your book. Learn top techniques and what has been holding you back and how to move forward. Do you feel stuck because everyone else seems to have luck while you fall short? Do you struggle with getting advice that works for you? They will teach you that everything is not as it seems and how to see through the myths and half truths. You will find Over 25 unique expert marketing ideas and how to implement them so you can jump in right away Learn a powerful daily activity system for consistent results Explanation of lead types and how to maximize your budget Cold call secrets, you won't look at it the same way again Direct mail that works How to network and get results See how becoming a community expert can make you stand out in a prospects mind List of recommended books

and resources  
Gain a better understanding of prospects and the buying cycle  
Free and cheap ways to reach out to potential customers  
A simple guide to social media with the least you have to know  
Easy SEO explanations and how to maximize your reach  
Time management and how to rank your day so you get more done  
Agent studies with producers tell you what works and what doesn't  
Solid advice from two pros in different regions and with different styles tell you what works for them and help you find a style that fits you. Holly has people skills and is a marketing event wiz and Pat likes social media, facebook and reaching out through email and direct mail. Together they will teach you everything you need to know. Stop wondering why nothing is working and learn a system for your agency.

The Best Way To Become A Top Producing Insurance Agent... Is To LEARN From A Top Producing Insurance Agent! Are you a new or struggling insurance agent? Are you in search of guidance and direction on how to have an enormously successful career in selling insurance? If so, Interviews With Top Producing Insurance Agents will show you - by example - how 13 six- and seven figure earning insurance agents from a variety of insurance sales backgrounds not only achieved success, but continually sustain success, year after year! You'll get the truth on what it takes to become successful, how to deal with the trials and tribulations that come with selling insurance, and how to position yourself as an individual with value, so you will attract more insurance business. Dave Duford interviews top producing insurance agents and agencies from the following insurance niches: final expense, Medicare Supplement sales, large -employer employee benefits, annuity sales, disability insurance, selling insurance telephonically, and much more. If your goal is to improve your results selling insurance, no matter what type you sell, then this candid, "over the shoulder" interview into the details of top producing agents will help you immensely.

Scott Cooper has simplified the complex world of business insurance specifically catered to restaurants industry, regardless of their size or number of locations. In this comprehensive book he has utilized his 27 years of being a restaurant commercial Insurance Broker and an ex-restaurant owner to provide invaluable must know information. The Ultimate Guide to Business Insurance - Restaurant Edition you will get: -Answers to most common questions asked about all lines of commercial restaurant insurance. -The knowledge to ask all the right questions from your Agent -What are the most damaging and prevalent claims which are on the rise -How to separate Myths from Facts by understanding real claim situations. -Must know information on how to eliminate and/or reduce your claims -Practical solutions to reduce insurance costs Bonus Section of interviews with other professional industry experts. - A Top Industry Legal Counsel discusses employment practices and what are the most common lawsuits against restaurant owners. Also, what are the do's and don'ts of handling employees. - A Top Southern California Restaurant Broker with wealth of information on how to buy and sell a restaurant and what to watch out for xxxxxx - A Financial Consultant specializing on key principals coverage and protection. Also how to evaluate your numbers and profitability. This is a must read for new and experienced restaurant owners, managers and operators.

A business is a promise to consumers that your company will deliver certain products and services in a professional, knowledgeable, and efficient manner. A business without a business plan is a business that is making promises that it has spent

very little time preparing to keep. The same holds true for a business that has employees. The employees are depending on and clinging to the promise that the business will provide a stable work environment and a steady paycheck if the employee does what the leaders in the business asks them to do. Again, a business without a business plan is not prepared to deliver on those promises. Written by Billy R. Williams. Billy is President of the Williams Family Agency Investment Group Inc. The group currently has 49 member agencies and produces over \$600 Million in production annually. He is an expert at helping insurance agents and agencies double or triple their current production using no cost conversations and processes, low cost, efficient, marketing and advertising platforms, and technology.

Accountable. Compassionate. Visionary. These are the characteristics of a great leader; and, in *Leading Your Agency to Greatness*, two leadership and insurance experts invite you to leap into the pursuit of greatness with both feet. This book empowers you to optimize your company's infrastructure and service, while leaving a leadership legacy within your agency that is worthy of emulation. And it all begins with self-assessment. How do you rate as an agency leader? What are your strengths and weaknesses? Are you already a superb leader or do you have some work to do? Either way, the roadmap to reaching your potential is laid out in these pages—all that is left is to act! Learn how to be purposeful, make difficult choices, assemble a dream team, and move on from goal setting to goal getting. Understand the vital differences between motivating and inspiring, and knowing and doing. Realize that true success is not the result of big egos and dollar signs but self-discipline and premier customer service. Scott Foster and Dick Biggs's combined leadership experience nearly reaches a century of success, but their strategies only work if you do. So study their advice. Act on it. And most importantly, enjoy the pursuit of agency greatness!

In *How Any Agent Can Escape the Price Battlefield*, Ben Page shares his proven step-by-step method for winning more quality clients BEFORE any talk of price, coverage, service, or value pitch. This isn't theory, it's the result of a 20-year quest to sell more insurance inside of his agencies. It also is NOT what you'd expect. It is NOT the tired old (and limited) advice to sell value. It's unlike anything you're likely to hear from marketing reps, well-meaning managers, or self-proclaimed gurus who aren't in the trenches selling. They often encourage agents to do what Page calls "Pitching for Policies" by making value arguments (i.e., look at all of these benefits for the price!). While Page agrees that value arguments are better than just price quotes, they are nothing compared to the secrets he shares in his book. Section One: Discover the Real Game People aren't really looking for insurance. People aren't really convinced by a proposal (value argument). Discover what they are really looking for, what most agents never give them, and how you can be one of the few that gets what it's about (hint: NOT a value argument). Section Two: Win the Real Game Positioning secrets to attract and win (Who, What, How and Advantages). How to say NO to bad business and leave them still loving you. How smart marketing can turn shoppers into ideal prospects. How nurturing low-cost referrals can help you dominate any niche. Learn about the cause/effect sales chain that most agents ignore. Discover the oft-forgotten investigation phase and how to make it work for you. Turn one of the most pivotal moments in a shoppers' experience to your advantage. Find out why every second from inquiry to connection matters more than nearly all agents realize. How you can Stop the Shop and win

a ton of business without your competitors ever knowing. Learn Ben's proven first conversation script to make the sale BEFORE any additional work. Found out how to kill procrastination, improve follow-up, and go from first conversation to bound a lot faster, with less headaches, and in a way that leaves prospects LOVING you. Finally, learn why the presentation is the least important part of the process and how to really win. Section Three: Bonus Learn tips to win any price battles you might find yourself in. This will happen much less as you start winning outside of price or value arguments, but it's good to know! Best tips for leading your sales agents to greatness in ways that few agency owners know about. Find out what makes a good pipeline manager and how it can support your sales efforts. Learn a radically different paradigm that puts the agent, not the proposal, front-and-center in the game to win clients. It's packed with solid little-known principles, strategies, and tactics that can help any insurance agent WIN a lot more quality business in a way that is entirely more fun, many times more effective, and not so driven by price. If you're an insurance agent, sales manager, or agency owner--buy this book. You won't regret it.

You're in the insurance business, and you're searching for a breakthrough. Maybe you're a new agent and feel overwhelmed by the task ahead of you. Or maybe you've already been in the business for several years, and you're doing pretty well, but you've hit a plateau. Whatever the case, you're looking for a way to put your business on the path to continuous growth. If this sounds like you, you're in the right place. The Breakthrough Insurance Agency shows you how to build a successful agency from the ground up. Moreover, it gives you the keys to break out of the stagnation rut many agents fall into after they're established. Using his acclaimed agency-building process, top insurance agent Bart Baker walks you through the ten key steps of creating an agency that give you the results you've been dreaming of. You'll learn how to set a powerful vision for your business, fund continuous growth, maximize your success with the 3M Breakthrough System and the Gap Elimination Process, set up departments that work, structure a compensation plan that serves you and your employees, and ultimately transform your agency from a quote shop into a referral shop. It doesn't matter what stage of the game you're at. As long as you are truly motivated to create a bigger and better future for yourself, you can shave years and years off of your journey to getting you and your family to where you aspire to be. The Breakthrough Insurance Agency will show you how to make it happen."

Are you satisfied with the amount of leads your insurance agency website generates for your agency each month? If not then this book is for you. After all, there are concrete reasons why your website fails to perform the way you want, or need, it to. And even if you do get a handful of leads each month and want to improve your results then this book is for you as well. After all, online lead generation depends on 3 factors working together that will transform any "static" website into a web marketing SYSTEM that will attract the right audience, pre-qualify your visitors, and then move them from total stranger to prospect and possible client. In other words, to get more leads you need to attract the right traffic, get them to "stick" on your website, address their wants and needs, and then ask them to "take the next step" with you. Does that make sense to you? So what is the "secret sauce" that can transform a static, seemingly dead website into a lead generation machine? What is it that will get a total stranger, someone you've never met and who has most likely never heard of you or your agency to "raise their hand" and take the next step with you, i.e. call your

office, send you an email or complete a web-form on your site? It comes down to knowing and addressing 3 key factors for online success. And then identifying any possible obstacles or flaws to your "lead flow" until you begin to see consistent results. This is the ONE breakthrough that changes everything. So what are those 3 factors? In a nutshell it comes down to: getting the right traffic, having the right web design to appeal to your target audience, and then using the right language (i.e. website copy) to appeal to their wants and needs and then ask them to take the next step with you, i.e. become a lead.

This book unveils the secrets of cultivating long-term recruitment success for agency building. It contains eight time-tested, principle-driven heart truths that are key to building a productive, enduring agency. This book will inspire current and new generations of agents and managers to truly build agencies that last and thrive.

In the history of selling life insurance, the most exciting, profitable time to be doing it is right now. The advances in technology and the shifts in consumer behavior and psychology have redefined what it means to build a successful, long-term life insurance business. The Digital Life Insurance Agent is the essential guide for life insurance agents of all skill levels to transition into the digital age. This book outlines the steps new agents need to take in order to get their business up and running, and will also help experienced agents who want to transition their business online. The Digital Life Insurance Agent provides a roadmap to building a predictable lead flow using online prospecting techniques, training on how to sell over the phone and basic training to get newer agents set up. If agents have the desire to change and the discipline to make it happen, the end result of executing the strategies outlined in this book will leave agents with a marketing machine that generates leads at all hours of the day, regardless of if the agent is sitting at the office, or on a beach!

Do you hate shopping for insurance? Try selling it! Although insurance companies have some of the most entertaining commercials on television, most people still dread shopping for insurance more than just about any other product or service. The experience people have often leaves them confused as to what they are really paying for. As an insurance agency owner since 2001, I have learned it doesn't have to be that way. This book will explain how people can have a better experience when buying insurance if: \* They feel that their needs are the focus of the agent. \* They feel confident the insurance coverage will help them when it's needed. \* The customer relationship is maintained by the agent through effective communication. This book will also explain how insurance agents can: \* Create a learning environment when meeting with a client. \* Foster the perception of an insurance expert. \* Build an agency team of teachers. \* Continue to educate and coach clients beyond the initial purchase. The best salespeople are good teachers. Buying insurance requires trust that the policy you buy is what you need. An insurance agent that can educate someone on their needs as well as their policy coverages will earn that trust. Maintaining that trust as life and needs change will allow for a long term client/ advisor relationship which is the ultimate goal.

This is a step by step instruction manual on the nuts and bolts of how to start your own insurance business. It goes beyond a business book by relating the personal side of starting a business, its effect on family and home life. There are useful tips for a beginners as well as the most seasoned veteran producer about how to get started on the right foot and make it to profitability in

the shortest amount of time possible. This book is based on the writer's successful experience in setting up his own agency and making a family business work.

In this engaging and easy-to-read book, follow along with fictional insurance agency owner, Jim Wakefield, as he fights to keep his struggling small business afloat. Slowly and surely, he discovers not only how to find more customers, but also how to retain them for the long-term through loyalty-generating marketing initiatives. During his year of eventual marketing mastery, Jim and his team bond closely as they overcome significant odds to reach a point of growth and sustainability. For clarity, the authors step in at the end of each chapter to provide further explanation and free valuable resources to help you attain the same success as Jim in your own hometown insurance agency...or any other business. The discoveries of fictional agency owner, Jim, and his team are factual and footnoted, and matching results from his activities can be found in hundreds of individual successes that Agency Marketing Machine has helped to produce for clients.

America's elite have been using cash value life insurance to stockpile wealth for centuries. Used correctly, it is better described as a personal bank on steroids, and a financial bunker for tough times. To be clear, this book is not about the typical garbage peddled by most insurance agents. Rather, an alternative to the risky investment strategies taught by Wall Street. It details a highly efficient form of cash value life insurance designed to supercharge your savings and stockpile wealth. A product so powerful it's responsible for the success of Walt Disney, JC Penney, Ray Kroc, and thousands of others. Here's what you'll discover: How the wealthy use this vehicle to create more wealth, take less risk, and create predictable income down the road Why banks and corporations place billions of dollars in this powerful vehicle How I earned over 300 percent returns leveraging my life insurance policies How you can create a safe, predictable foundation to enhance every financial decision you make How to win with taxes and keep more of the money you make While the information compiled into this book is valuable, you'll also find three case studies that show you exactly how it works. You'll be able to visually see how it grows, how it's accessed, as well as the future income that can be taken. \_\_\_\_\_ Influencers of this book are Nelson Nash, his book "Becoming Your Own Banker: Unlock the Infinite Banking Concept"; Pamela Yellen, her book "Bank on Yourself"; Dwayne Burnell, his book "Financial Independence in the 21st Century - Life Insurance \* Utilize the Infinite Banking Concept \* Compliment Your 401K - Retirement Planning With Permanent Whole Life versus Term or Universal - Create Financial Peace"; and my Father Dan Thompson, and his book "The Banking Effect: Acquiring wealth through your own Private Banking System." I was introduced to these financial strategies at a young age, and this is book represents the effort and energy on both the part of everyone of my mentors, these authors here, as well as my own diligence in learning about and implementing these very same strategies into my personal finances. This book is designed to simplify some of the concepts surrounding cash value life insurance, such as Infinite Banking and Bank on Yourself, and make them easier to understand, stripping them down to the core benefits of cash value life insurance.

There is more to selling insurance than writing policies. When done right, you can build a successful business that affords you a lifestyle most people only dream about. Why try to figure it out on your own when you can learn from someone who has already

been there and done that? Jeff Hastings knows insurance, and he knows how to build a profitable business. Since starting as a file clerk with Farmers Insurance Group in 1985, Jeff has built an extraordinary business, consistently receiving top awards, including District Manager of the Year in 2005. He and the agents in his district have achieved phenomenal success, and now he shares the keys to their success with you. Many of the business tools you will need are included such as licensing guidelines, a business plan, employment contracts, an employee handbook, business forms and more. If you are serious about building your own insurance agency, *So You Want to Be an Insurance Agent* gives you a complete system to develop, manage and grow your business.

Make a lasting impact by launching new initiatives, inspiring others, and championing innovative approaches with this from-the-trenches guide by trusted executive mentor, entrepreneur, and leadership expert Joel Peterson. Many leaders see their roles as presidors/managers, with a primary focus on keeping results consistent with past performance and on budget. These kinds of leaders make important contributions but rarely leave a mark on the businesses they serve. For those wanting to make a lasting impact, new skills are required. They need to learn to launch new initiatives, inspire others, and champion innovative approaches. Joel Peterson calls these higher-level leaders “entrepreneurial leaders,” and they create durable enterprises that deliver on their promise. After three careers, four decades of marriage and seven kids, and demanding roles as CFO, CEO, chairman, lead director, adjunct professor, founder, author, entrepreneur and investor, Joel Peterson is often sought as a mentor and coach by leaders and aspiring leaders. He has worked with all types of leaders and considers the entrepreneurial leader to be the highest level of influence. Peterson lays out a path to achieving this summit, with a series of leadership maps organized around the four essential basecamps on the path to Entrepreneurial Leadership: Establishing Trust Creating a Sense of Mission Building a Cohesive Team Executing and Delivering Results These core philosophies, while easy to summarize, can be extremely difficult to implement. As Peterson says: “This book of maps and mindsets is aimed at those who hope to lead others, help them achieve their best, break new barriers, change the status quo, create a legacy, develop a brand, and enjoy a life-altering experience.” Let *Entrepreneurial Leadership* guide you on your journey.

After 20 years consulting in the Title Insurance Industry, Roger Lubeck and Chris Hanson from Corporate Behavior Analysts, Ltd., share their insights into leading and managing a title insurance company. Finding the right path in today's business environment requires leaders and managers to embrace change. Using examples specific to the title insurance industry, the authors explore change in the context of leadership, assessing a company, setting direction, metrics, team development, culture, starting to manage, influencing behavior, setting standards, coaching, problem solving, why meetings are important, and making change practical. Corporate Behavior Analysts, Ltd. (CBA) is a Chicago based consulting firm providing leadership and management development. Founded in 1998 by business Psychologists, Chris Hanson, Ph.D. and Roger Lubeck, Ph.D., CBA has worked with hundreds of independent title insurance agents, the two largest title insurance underwriters, and numerous Land Title Associations. As national speakers and experts on leadership and management, Roger and Chris have consulted with small and large companies in more than fifty cities in over thirty states.

Do you ever wonder if there is a way to use Social Media to increase sales or improve retention? Is your network exploding with new contacts every day? If not, maybe it's time for you to chalk out a solid online marketing strategy for your insurance agency. When you are a Tradigital agent, you can: -increase prospecting and opportunities for sales -increase customer service -improve retention and cross sales -gain

