

How To Attract and Sell The 'Ideal Insurance Prospects'

...For Your Current Products and Services!

INSURANCE PRO SHOP

The Harsh Truth: You've Been Sold the Wrong Plan for Success

Before we dive into how to **attract and sell your ideal insurance prospects** — and reveal the simple, proven strategies that can double or even triple your leads, appointments, and sales in the next 90 days — I need to level with you.



This might be uncomfortable to hear, but it's something far too many agents and advisors never confront:

You've been sold the **wrong plan for success.**

Most agents believe there's some quick fix — a magical lead source, a shiny new sales script, or a hot product that will suddenly have prospects lining up, begging to meet with them and buy.

They think if they just get the best rates, the newest idea, or the right IMO, everything will finally click.

But that's a **fantasy.**

The real reason so many agents struggle — and why 86% leave the business within four years — is because they've been taught to **chase sales instead of attract the right prospects… and to pitch instead of solve problems.**

And the few agents and advisors who do manage to survive four years are making an average net income (after expenses) of only $45,000 per year!

"According to the American Council for Life Insurance, the number of life insurance agents has shrunk by nearly 100,000 in recent years. For every 1,000 agents recruited, only 14% survive the first four (4) years. Surviving agents only produce an average of $45,000 of earnings in their fourth (4th) contract year."



I know that almost every recruiter, agency head and lead company is telling you that they have a great turnkey lead and sales system. And, if you follow their system, they'll guarantee you'll make a **'Bazillion Dollars!'**

But the facts state something entirely different. Only '**1 Out of 6**' agents are surviving past 4 years. And only '**1 Out of 10**' of those surviving agents are earning $100,000 or more per year. If you do the math, that means that out of 1,000 agents hired this year, only 140 agents will survive and be earning approximately $45,000 per year by year four. (860 agents will fail, 140 will survive) And, only 14 will be earning $100,000 or more.

Obviously, no matter what you are being told, or what you want to believe, the odds of you surviving and making a significant six-figure income in insurance sales... is only 1.4 out of 100!

However, you can **get off to a quick start,** dramatically increase the odds of your survival, and you can be earning a consistent six-figure income (or seven–figure income) with the right knowledge, training, coaching, and mentoring.

It starts by you learning how to **become the most respected 'Trusted' financial advisor in your local community.** The one-person people want to see, so you can consistently attract the ***'Ideal Insurance Prospects'*** to you. And that is about you delivering a consistent message of how you are making a **positive difference in people's lives**, instead of just making a sale!

Unfortunately, if you want to have your best chance of succeeding, then you can't just rely on what a recruiting organization tells you or gives you. As the President of a one of the largest IMOs in the country told me after reviewing one of our marketing and sales systems... *(He had called me and asked me to send him our system, so he could review it.)*

"I glanced at the information you sent me, and it would not fit our focus because of amount of time it takes to get the training done. Excellent material! Our training process is to get as many people as we can on the boat to find out who can write before we spend any time or money training them." *(This is a Direct Quote!)*

Unfortunately, I've gotten very similar responses from many of the large IMOs and large career agency companies. They believe it's cheaper for them to play the numbers game, than to spend their time and money training the agents. I was told the same things by upper management when I was a branch manager for a Major Insurance Company.

The questions you should be asking are...

- **What does it take to succeed today in insurance sales?**
- **What training do I need?**
- **Where do I get the training?**

It's up to you! You can continue to believe all the hype, or you can take complete control of your career starting today!

Proven 80% Success Rate… (documented)

My name is **Lew Nason**, and my son **Jeremy** and I have been training agents and advisors for over 4 decades on how to properly apply these powerful insurance and annuity sales concepts to **help people**. **Example:** As a Manager for Met Life, from 1989-94, I hired 23 brand new agents. Over 10 years later, 18 of those agents were still in this business. That's an **'80% Success Rate'**, vs. the industry's 95% failure rate!

Proven Significant Six Figure Annual Incomes… (documented)

Plus, all 18 of those agents were making more than $100,000 per year. Today, many of them are making $200,000, $300,000, and much more! Consider, according to LIMRA,

the average net income per agent (or advisor) is less than $50,000 per year. The people we've trained have net incomes well above $150,000 per year.

That's more than triple the industry average! And puts them in the top 1% of all agents today!

Please Listen: Over the years, you're going to spend thousands of dollars in time, money and effort building your business. Why not learn the marketing, prospecting and sales strategies that the most successful agents and advisors on the planet use!

Your Guide…



Jeremy Nason, RFC®, and his father, Lew Nason, LUTCF®, are the creators of **Insurance Pro Shop™,** the first full-service, affordable marketing and sales resource center for today's financial professionals. They also developed **Found Money Management™,** a proven system dedicated to helping middle-income families ***live debt free and truly wealthy*.**

Jeremy entered the industry at just 17 years old as a second-generation advisor, and now brings over 30 years of experience as a Regional General Agent, Recruiter, Speaker, Trainer, Consultant, and Coach. He has earned top awards with Aviva Life and Annuity and holds the Registered Financial Consultant (RFC) designation. He also serves on the Education Committee of the IARFC, helping them build annual Virtual Sales Summit while also serving as one of the host. In 2025 Jeremy received the IARFC Editors Choice Award and 5 time recipient of the Refer of the year.

Jeremy is a frequent contributor to leading industry publications such as *The IARFC Register®, InsuranceNewsNet, ThinkAdvisor*, and more. He also shares weekly training content on the IPS YouTube Channel.

Today, Jeremy proudly carries on the legacy of his father, Lew Nason, by continuing to teach, coach, and mentor agents across the country. Everything he does is rooted in the same core belief Lew lived by: *when you focus on truly helping families—not just making a sale—you can build a lasting career and make a real difference.* Through the Insurance Pro Shop™, Jeremy remains committed to guiding agents with the same wisdom, compassion, and integrity his father was known for.

Together, Jeremy and Lew **have helped thousands of agents transform their careers by focusing on what matters most—truly helping people.**

Master the Greatest Business Skill You Can Ever Learn!

Would you like to know what the greatest **business skill** you could ever learn is?

Well, please pay close attention. The skill I'm talking about is...

Knowing How to 'FIND & ATTRACT' Your *'Ideal Prospects'*



The problem is that most agents and advisors don't really understand this skill. They want to believe that closing sales for life insurance, annuities, and your services is nothing more than playing numbers game.

They believe the more people they talk to, the more sales they'll close. While technically that may be correct, it's not even close to the whole story.

Accordingly, most agents and advisors are using a *'shot gun'* approach, targeting anyone that breaths, instead of being a *'sniper'* targeting their **'IDEAL'** prospects! So, they are spending a lot of their money buying life insurance and annuity leads, fax blasting, using direct mail, phone dialers, free reports, newspaper ads, dinner seminars, etc. that are based on promoting the latest products, investment returns, or a hot, new sales idea.

These ***'Outdated'*** approaches do very little to build your credibility, respect, and trust with the people in your community. And they do not consistently put you in front of your **'IDEAL'** prospects that have the money, the need, and **want your help**! Which ultimately means, you end up wasting most of your **time, money, and effort** chasing a lot of poor-quality prospects, to close a few sales?

It's Up To You… You can continue to believe all the hype, playing the numbers game, pushing products, or looking for a magic cure, and you can struggle on year after year trying to make the income you need and want for you and your family!

Or, in the next 90 days you can learn what the **Top 1% Of Producers** are doing today to earn a **net income (after expenses) of $150,000, $300,000, or much more every year!**

Understanding and Mastering This Business Skill

Attracting the ***'Ideal Insurance Prospects'*** is composed of three distinct skills...

'The Right Message - To the Right Prospects - At the Right Time!'

These three skills, in simple terms, are about you becoming a specialist in solving a specific **immediate** PROBLEM for people... deciding who the **'IDEAL'** prospects are for your specialty... then constantly delivering your special message to those prospects!

It's About You Becoming the Trusted Advisor People Want to See!

Determine Your Specialty!

Is 'Sales' about getting people to buy the products that you want to sell them? Or, is it about **helping people** to buy what they need and want **to solve a problem they have**? This is where most agents have a problem and stumble right from the start. They have the wrong idea of what selling is! So, when they get a lead, they have a problem turning the lead into an appointment, let alone a sale. (**The Right Message**)

- **Do you have an urgent problem that you can solve for your prospect?** If your prospect doesn't have a problem, then why should they meet with you? If it isn't an urgent problem, then why should they meet with you right now?
- **Does your prospect recognize the problem they have?** What can you do and say to get them to see they have a problem and agree to an appointment?
- **Does the prospect <u>want</u> to solve the problem?** Do they want to solve it right now? What can you say and do to move the sale along?
- **Even if they do want to solve the problem, do they have the money?** What can you do to help them find the money?

Decide who the IDEAL prospects are for your specialty!

This is another area where most people have a problem. They want to believe that everybody is a good prospect for what they offer. So, they waste their time and money sending letters to, talking to, meeting with, and trying to sell the wrong people. (**The Right Prospects**)

- **Are there some people that are better prospects than others for your products or services?** Example: If you are selling life insurance, is it going to be easier to sell it to single people, or to people with families to protect?
- **Are there some areas, companies, associations, etc. that have groups of your ideal prospects?** If you sell one person in that group, is it going to be easier to set appointments with and sell the other people in the same group?
- **Are there some prospects that you relate to better than others?** Are there prospects who you have more things in common with than others? When you relate better with a prospect isn't it going to be easier to set an appointment and close a sale?

Constantly deliver your Special message...

Most agents, advisors and planners spend all their time trying to meet with and sell strangers, which is the hardest, most frustrating, and most expensive way to build their business. And, yet isn't that what most lead systems focus on! (**The Right Prospects**)

- **How hard is to set an appointment with someone who has never heard of you, or the work you do?** How much credibility do you have with these strangers? How much trust do these strangers have in you? Don't most people prefer to do business with people they already know?
- **How much easier would it be to get an appointment with someone, if his or her trusted advisor or friend recommended you and endorsed your services?**

- **How much easier is it to make an appointment with people who have already heard of you and the work you do?**

In order to build your reputation, to **become the trusted advisor people want to see** and **attract tons of the 'IDEAL' qualified prospects**, you need to consistently use several of the effective lead systems listed below. However, you must do it in such a way, that you are constantly delivering your **special** marketing message... **at the Right Time!**

"People Buy When They Are Ready To Buy,
Not When You Are Ready To Sell!"

Stop Struggling With Your Marketing

Most of the advisors we talk to have tried purchasing leads, using information booklets and free reports, client newsletters, direct mail, postcards, joint venture marketing, dinner seminars, educational workshops, asking for referrals, articles for the newspaper, press releases, being a guest on a local television or radio program, lead groups, etc., without much success. The reason they are struggling with these lead generation methods isn't because they don't work. It's because they were never given or learned the little ***'insider secrets'*** and ***'tricks of the trade'*** to making these proven methods work. They didn't follow through. They tried one method at a time. They were looking for 'one quick way' to generate a consistent flow of leads, instead of learning how to combine each of these proven lead generation methods into a complete marketing program that will consistently deliver your special message **'At the Right Time'**... to you put you in front of more of the ***'Ideal Insurance Prospects'*** in one month, than most agents will see in an entire year.

Imagine having an avalanche of highly qualified prospects phoning, mailing, or e-mailing you each week, practically begging to meet with you. Wouldn't this be a great problem for you to have?

If You Want More 'IDEAL Prospects', You Can Take The 'Trial and Error' Approach To Try To Develop Your Own Marketing System, Or...

You can have more ***'Ideal Insurance Prospects'*** than you can handle in literally just a few days from now by learning from the people who have actually done it. The people that have already gone through the expense of the **'trial and error'** approach for you!

Simply, we have identified specific immediate problems that you can use to attract the ***'Ideal Insurance Prospects'*** to you... **in a virtually untapped market**! They are the prospects you have the best chance of setting an appointment with and selling!

We've also included a detailed explanation of 10 of the most effective and quickest lead generation methods, with all the tools... along with the philosophies and **'insider secrets'** behind those methods. **'Insider Secrets'** like how to become the **Trusted Advisor** people want to see.

No more**...** Cold Calling, Buying Expensive Leads or Taking a Commission Cut to Get Leads! You'll learn how to be in front of more of the ***'Ideal Insurance Prospects'*** in one month, than most agents will see in a year… For under $200 per month!

Dive into our specialized done for you programs!
(https://insuranceproshop.com/specialized-life-insurance-sales-systems/

What Are The Very Best Ways ...to Generate Leads, ...to Get New Sales?



What follows is a list of the best and the worst lead generation methods being used today, (in order of importance) and the primary reasons why they aren't working for most agents, advisors and planners!

And what you must do to get them to work for you!

The Very Best Lead Generation Methods (with Insider Secrets)

1. Annual Reviews... If you ask "million-dollar" producers where they get most of their new sales from each year, they'll tell you it's from annual reviews with their existing clients. For example: Did you know that, according to LIMRA, the average person buys life insurance seven times throughout their life? And, that's not counting the other sales you'll get, such as Long Term Care Insurance, Disability Insurance, Annuities and Investments. Working with, and coaching hundreds of agents each year, I'm shocked at how many agents are not doing annual reviews with their existing clients. Most agents are so focused and busy with bringing in new clients they are totally neglecting their existing clients. (And, then they wonder why they aren't getting any calls from their existing clients**… or referrals**) **Insider Secret**: *If you are one of the few agents who does offer an annual review, and your clients are refusing your offer, is it because they view you as just another salesperson trying to make a sale, and not as a trusted advisor?*

2. Referred Lead Programs... If you ask those same "million-dollar" producers where they get most of their new prospects from, they tell you from referrals! However, the majority of agents I talk to are frustrated with them and not using them. Why? The main reason most salespeople have trouble with referred leads, is they haven't made themselves referable! People are not going to refer their family, friends, relatives, or associates to just another salesperson. **Insider Secret:** If you want people to give you a referral, then you must earn the right to receive the referral, by providing ongoing service, following through on your promises, and establishing a relationship of credibility and trust. **You must become the Trusted Advisor people want to see! Note:** *The ultimate goal of every agent, advisor and planner (or any other businessperson) should be to put their prospecting on automatic, as quickly as possible. You want to be spending 90% of your time in front of prospects, making sales. One of the best, easiest and most cost-effective ways to accomplish this is by making yourself referable and setting up a referred lead system that constantly generates high quality prospects...*

3. Monthly Newsletters... It really surprises me that very few insurance agents, financial advisors and financial planners are in regular contact with their Clients, Family, Friends, Clients and Prospects! **"Out Of Sight, Out Of Mind" Is A Deadly Mistake...** Especially for anyone in Sales!!! Insurance Sales is tough enough without you giving away the easy sales! Consider, every day, your friends, neighbors, relatives and even some of your clients are buying the same products and services you're selling. But, they're not buying them from you! Why are those people going to your competition? Is

it because they don't know you're in the business, or if you're still in the business? Is it because they never hear from you? Maybe the agent just happened to call them at the right time? Or, maybe they called the agent with a question? **Insider Secret:** By sending a monthly newsletter to your friends, relatives, neighbors, clients and prospects, you are constantly reminding them of what you do (or in some cases, who you are) in a very non-threatening way. It's non-threatening because there's no pressure to buy anything. **Insider Secret:** *Remember, the example above - The average person buys life insurance 7 times during their lives. On top of that, many of them will buy DI Insurance, Long Term Care, Annuities, IRAs, and other investments. When they are ready to make their next purchase do you want them to buy it from the first agent who contacts them, or do you want them to buy from you?* (*https://www.insuranceproshop.com/newsletters.html*)

4. Educational Workshops... One of the most overlooked and very best ways to find new prospects; introduce them to the services you provide; and set an appointment is to offer an (inexpensive) educational workshop. Would you agree no one wants to meet one-on-one with a salesperson? The beauty of an educational workshop is that for the prospects there is safety in numbers. People feel much safer coming to a workshop than meeting face-to-face with a salesperson. It's a non-threatening way for them to get to know you, see the type of work you do, and the help you provide. The beauty of the educational workshop for you is that you can offer them in small groups. **They cost very little to hold, at generally less that $200 per event.** And, because they are considered a public service you can hold them almost anywhere - in your local library, association rooms, conference rooms, etc. However, most agents have no idea how to get the right people to attend their workshop. **Note:** *To get the right prospect there involves personally inviting the people you already know; friends, family, relatives, people you do business with, client referrals, joint venture referrals, people who have asked for your free information booklet and more.* Dive into more information on workshops either by **becoming a member** (https://insuranceproshop.com/insurance-sales-course-training/)or jumping into one of our specialized done for you programs!
(https://insuranceproshop.com/specialized-life-insurance-sales-systems/)

5. Offering Information Booklets and Free Reports... Another big mistake agents often make is they try to sell themselves directly in every communication they produce. And as a result, they generate large amounts of prospects that lead to little or no business. They end up dealing with a lot of people who are merely curious, but never serious. As we are now in the "information age", giving away a free report or a free booklet is a great way to make your target market come to you. It's the "try-before-you-buy" approach. When done right, the people who come forward, have been indirectly screened and are qualified prospects for your products and services. You should be offering your free report, or a free booklet in everything you do. (Even on your business card) The problem most agents have with this lead generation method, is they expect everyone who steps forward to buy right now. Unfortunately, people buy when they are ready to buy, not when you are ready to sell. **Insider Secret:** *To make this work you must keep in front of these prospects with a newsletter, so when they are ready to buy, you are the one they contact. And you should be inviting them to your seminars and/or workshops.*

6. Joint Ventures / Strategic Partnerships... Joint venture marketing is the ultimate ***'insider secret'*** to generating literally thousands of new prospects, in your area, rapidly and with the utmost credibility. Are you looking for a way to be in front of more prospects? Are you looking for ways to attract high quality prospects to you? Then, consider sharing your clients and prospects with other successful businesspeople... in return for them sharing their clients and prospects with you. When done right, with the right businesses, it can make your search for new and better prospects much easier! As you know, the most successful businesses maintain a list of their best prospects and customers. They use those lists to send helpful information to them, to build positive relationships. Why? Because they know people prefer to do business with people they know and trust. If you are thinking; *"I've tried that before and it doesn't work!"* The reason it didn't work is because most agents are going about it all wrong! **Insider Secret:** *Most agents are just setting up a passive referral system where the business will refer people to them only if someone asks for information, or a referral. To make a joint venture work you must set up an active contact system that gets people to call you looking for help, more information, or gets them to come to your free educational workshop.*

7. Lead Groups... Another great way to get high quality leads is by joining or forming a lead exchange group with local business professionals that cater to your ideal prospects, and who have already built strong relationships with them! A lead exchange group is a formal group of successful businesspeople who get together every week, or every two weeks for breakfast or lunch, for about an hour to exchange leads. At every meeting, 2 or 3 members give a 10-minute talk about what they do and who their ideal prospect would be. Then, someone might share an idea that is helping them to grow their business. They only allow one person from each industry into the group, so there is no competition. The main criteria is that each member must bring in leads each month for another member. Note: *I'm not sure why more agents are not joining or forming a lead exchange group. However, they are missing out on a great opportunity.* **Insider Secret:** *Lead exchange groups are a great way to get known in your community and set up joint ventures.*

8. Dinner Seminars... While dinner seminars are somewhat expensive, ($4,500 - $5,000 with the mailing and dinners) they are still are a very effective way to generate lots of new prospects each month. When done right, you can be in front of 50 or more high quality prospects in less than 6 weeks from now. Unfortunately, there are two critical mistakes that 90% of the agents make with dinner seminars. **Insider Secret:** One is they try to go cheap on the restaurant and/or invitation. For example, they'll run an ad in their local newspaper, to save money. The problem is the newspaper goes to everyone, and not just to your best audience. So, you generally end up with a lot of the wrong people attending. To get the right people to attend your dinner seminar, you must specifically invite them. You need to target your message to a specific group of people meeting the right criteria. However, the biggest reason why advisors struggle with dinner seminars is they are only able to set appointments with 10 to 30 percent of their seminar audience. And, then half of those appointments are canceling or are no shows. There are several reasons why this occurs, but the predominant reason is the advisor is not getting their audience emotionally involved in the seminar. **Insider Secret:** If the prospect does not see and understand how the information relates to their situation, and how they'll

benefit by meeting with you, then why should they set an appointment? **Note:** *With a little coaching we've been able to help agents to set appointments with 70-90% of their seminar audience, and those appointments are sticking.*

Use Free Publicity To Get Known In Your Market...

Insider Secret: How much easier would it be to attract people and set an appointment with them, if those prospects already know about you, respect you and the work that you do? If you would like that to happen... then you must seek free local publicity! **You must become the Trusted Advisor people need and want to see right now!**

Use Local Media & Online Authority to Build Instant Credibility

9. Be a Regular Guest on a Local Radio, Podcast, Television Program...
Talk radio or television is a powerful strategic tool to get your message out to the public, educating your whole community about what you do, and getting yourself known. It is one of the quickest, easiest, and least expensive ways to get known in your local community. People seem to think that radio and television talk shows are well-protected kingdoms that don't allow outsiders to penetrate their walls. That's a *huge* misconception! It's the opposite. Radio and Television Talk Show Hosts are struggling to fill the thousands of hours of broadcasting time they are responsible for. They want to give you FREE Radio Advertising, because it helps them out too! Note: *You've got GREAT information. You have an amazing product. You know that everyone listening will want what you're selling. Now all you must do is ask the radio producer, or the talk show host, to allow you to be a guest. (Don't forget to send a press release)*

10. Articles in Local Newspapers, Association Newsletters, and t social media... Get yourself published in every local media source and on Facebook, LinkedIn, and Twitter. If you need ideas, you can rewrite articles from the web. Be sure to include your 'BYLINE' and offer a free report, in everything you do! An article gives you much more credibility than running an ad for your services. And, it's free advertising! Remember to make reprints of the articles to send to your clients, friends, family, referrals and prospects.

11. Be a Guest Speaker for Local Associations and Religous Groups... As a financial expert you have a lot of knowledge on how to help people to better manage their money. Many groups are looking for a qualified authority to share their knowledge with their members. Let them know you are available. *(Don't forget to send a press release)*

12. Adult Education Classes... How about offering an adult education class at the local high school or college? *(Before and after the event, send out a press release)*

13. Be Active In Community Organizations... The local Lions Club, Rotary, Chamber of Commerce, Jaycees and many other organizations host civic events each year. Be an active leader in these events and write articles about the event, with your byline. *(Before and after the event, send out a press release)*

14. Press Releases... Press releases are one of the most effective ways to drive potential clients to your website, Facebook page, workshop, or seminar. You can inform and educate prospects about the benefits of your financial services and reap major publicity with little cost, effort, time, or trouble. A press release is a one-page summary of the work you do. It provides the media with more information regarding why they should write an article about you or why they should have you as a guest on their program.

It is imperative that the press release contains an interesting angle that makes you relevant to the media's current audience. Make certain that your press release is a news release and not an attempt to just get a free advertisement! If possible, attempt to provide content of immediate interest and/or lasting practical value for your intended audience. Your excitement does not mean your subject is newsworthy. Respect the intelligence of your readers. Do not scream BUY ME! Or gush with praise about how wonderful you are. Again, do not try to cheat or abuse this opportunity to communicate. Resist the temptation to give your sales pitch! You do not want media people to think of you as just another clown among financial advisors or insurance agents.

The Worst Lead Generation Methods

Over the past 3 decades we've spent a lot of time talking to and working with some of biggest producers in the industry. We've done numerous surveys and have yet to find a successful advisor (who is consistently earning $20,000 or more per month) who is using any of the following lead generation methods as a major part of their marketing campaigns. These lead generation methods can be fine ways to fill in gaps and help with slumps. And they can be used when you are first getting started in the business. However, they are not going to consistently put you in front of your best prospects...

Newspaper and Magazine Ads... Running an advertisement in your local newspaper can be a low-cost way to get some people to call you or attend your dinner seminar. However, you never know if the right people will see your ad and respond. Generally, you'll end up wasting a lot of time and money talking to the wrong people.

Direct Mail... There are two types of direct mail campaigns. One type is sending mail to people you know, friends, family, clients, referral from joint venture partners, etc. which can be very effective. The other is sending direct mail to a cold, targeted list of people (people who meet certain specific criteria.) This is commonly referred to 'junk mail' as these people did not request it. **Insider Secret:** If you are sending direct mail to a cold, targeted list you must send out a minimum of 5,000 of a great sales letter for it to be somewhat effective. And that's very expensive. (That's why, for dinner seminars, the direct mail houses will tell you that you must send out a minimum of 5,000 invitations.) Unless you have a large marketing budget and a great letter, there are much better, more cost effect ways to generate the right leads.

Buying Pre-set Appointments... I haven't found or heard of any agents, advisors or planners who are happy with their pre-set appointments. **Insider Secret:** However, they may used to fill in gaps and slumps.

Buying leads... If you've ever purchased leads, then you know that very few of leads are good prospects. Most of the leads are old and have been sent to other agents.

Cold Calling... Cold calling is a hit and miss proposition. You will have to deal with a lot of negativity! Doing it long-term is a major cause of agent burnout!

Worst Offender… Live Transfer Leads

On the surface, live transfers sound like a dream — prospects delivered right to your phone, already "pre-screened" and ready to talk. But in reality, most agents find them to be frustrating, expensive, and rarely worth the cost. **Insider Secret:** Many of these calls are low-quality, rushed, or come from people who were simply pressured to stay on the line long enough to be transferred. They often don't remember filling out a form, don't know who you are, and aren't truly interested in your help. Worse, you're paying top dollar for these lukewarm-at-best conversations. Live transfer leads may help fill your calendar, but more often than not, they drain your wallet — and your patience.

If you want to generate a constant stream of the ***'Ideal Insurance Prospects'***, to make more sales, then you need to learn the ***"Insider Secrets"*** the top producers use to make these proven lead generation methods almost "fool proof!"

That's what's in our specialized systems! That's why the people we work with are consistently in front of more of the ***'Ideal Insurance Prospects'*** each month, than most agents will see in an entire year. (Despite this economy)

And, that's why the people we work with are earning $20,000 to $50,000 per month, within 30-60 days of investing in our systems and training.

Dive into more information on workshops either by becoming a member…
(https://insuranceproshop.com/insurance-sales-course-training/)

or jumping into one of our specialized done for you programs!
(https://insuranceproshop.com/specialized-life-insurance-sales-systems/)

"The definition of insanity is doing the same things over and over again and expecting a different result!"

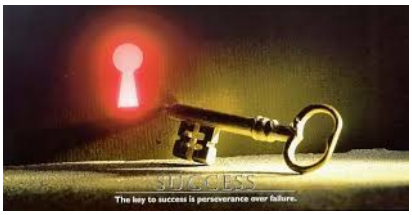
What Are You Waiting For?

Take the first step toward growing your business and simplifying your success. Schedule your FREE, no-obligation 15-minute consultation with our founder, Jeremy Nason and discover how we can and will help you move forward with confidence.

Call Toll-Free: 877-297-4608 **Outside the U.S.: +1-770-443-2855**
Book a time online: www.ipsjeremy.com

Are You Ready To Make A Commitment To Substantially Improving Your Sales?

I'll get straight to the point.



The next few pages could hold the vital key to a very *substantial* increase in your sales leads and your sales, in only a few days. That's if you're prepared to keep an open mind and be completely honest with yourself. Honest enough to accept that perhaps the prospecting and sales systems you are currently using aren't as good as they should be.

Or, even humble enough to admit they're almost totally ineffective!

Rather blunt? Maybe? But, what's the point in burying your head in the sand? Just hoping 'things will improve' won't solve your problem!

Your situation won't improve until YOU decide to take positive action...And YOU Make It Happen!

To add some credibility to these comments let me explain who we are, and then go on to demonstrate how you can *dramatically* improve your situation... starting today!

As I stated earlier, from 1982 to 1989 I was in personal production and qualified for many prestigious awards and sales conferences with Met Life and NAIFA.

Since 1989, I've been training and coaching agents, advisors and planners on how to properly apply these powerful marketing, lead generation, and sales concepts to attract and actually help people. **Example:** As a Manager for Met Life, from 1989 to 1994, I hired 23 brand new agents. Over 10 years later, 18 of those agents were still in this business. That's an **'80% Success Rate'**, verses the industry's 84% failure rate!

Plus, all 18 of those agents were making more than $100,000 per year. Today, many of them are making $200,000, $300,000, and much more! Consider, according to LIMRA, the average net income per agent (or advisor) is less than $50,000 per year. The people we've trained have net incomes well above $150,000 per year. **That's More Than Double and Triple the Industry Averages!**

Since starting the **Insurance Pro Shop** in 2000, my sons and I have helped thousands of insurance agents, advisors, and planners world-wide to double and triple their monthly sales income, within a few months of investing in our systems, training and support.

But, that's enough about us! Let's talk about you.

So, you think you've done it all?

You've contracted with some great companies and have the top commission schedules.

You've got a steady flow of leads and a great sales presentation. You've got the top products in the industry (for this week anyway). You've worked hard, and you've got everything you need to be a superstar in insurance sales. Yet you're *still* struggling to get people to meet with you and close sales. Months of hard work, sales training and more, but you're still only making an average living.

Look, contrary to what your managers and companies tell you, your success is **not** based upon the companies you represent or the great products you have. It doesn't matter how many designations you have after your name, or if you have the lowest premiums in the industry. **People prefer to meet with and buy from people they know, like and trust.** And only a **well-planned, marketing and sales program** will do that for you!

Why do some agents *still* try to buck the system?



Using top quality mailers, ads in newspapers and dinner seminars will certainly expose you and your products and services to the maximum number of prospects. But, without the right ***marketing program*** to build trust, credibility, and a positive image, you're just another insurance agent trying to make a sale!

Believe me; over the past 3 decades I've seen many intelligent and hardworking insurance agents lose a bundle, because they stubbornly believed that the secret to setting appointments and closing sales was a great product and company. They blamed the ad in the newspaper, the inferior quality of the mailing list, or the current economic conditions for the poor response and lack of appointments. Later they tried again with a new ad, a new list and a new product and they ended up broke and out of the business!

It's not HOW you say it, or WHAT you say that sells!

Most agents also want to believe that a 'good talker', with a good sales presentation will set lots of appointments and close lots of sales. Agents wrongly believe that to be successful in sales you need the 'gift of the gab'. Unfortunately, I've known many agents who were 'good talkers' and turned out to be a hopeless salesman. Have you ever met a salesperson that talked you to death? Or a salesperson that confused you with detailed technical jargon? Did you buy from him?



I certainly haven't got the 'gift of the gab'. And initially I struggled in this business just like everyone else. I almost quit several times. But, early in my career, I was extremely lucky to meet two men who changed my life forever. They taught me many things for which I shall be eternally grateful... like persistence, goal setting, keeping it simple, self-belief and total honesty! But the one most important lesson I learned from them was that to be successful in sales, you must take the time to build relationships.

People have got to get to know, like and trust you...
Before they'll do business with you!

Well, it's over 30 years since they taught me those lessons, and I've never looked back. Then, someone else showed me how to do the same things, only much quicker, by learning how to correctly market and sell my services.

So, how will you benefit from our programs?

It's quite simple. And it comes in two parts!

First, You'll Learn How To Establish A Target Market!



We'll help you to understand and establish yourself in one of the best target markets for you in today's financial economy, based on our 3 decades of research and experience. You'll learn how to use the perfect combination of powerful, persuasive, and motivating marketing strategies and tools to enhance your reputation to **consistently attract the *'Ideal Insurance Prospects'* to you**, instead of you chasing after them. And, in just a few days you'll be setting appointments with the **'IDEAL'** highly qualified prospects everyday. People who are ready to buy!

Second, You'll Learn How To Really Help People!

You'll learn that if you want to close a high percentage of your sales calls, it requires more than just gathering the 'Facts' about a person's financial situation. You'll learn to ask the right questions to uncover the prospect's attitudes, opinions and unspoken feelings. You'll learn how to guide your prospects to discover (identify) their own pain, to have them state it, to help them to sell themselves!



Through a series of practical 'nuts and bolts' articles we'll quickly strip away the mystique of marketing and sales. You'll learn how to construct the fundamental building blocks that will have qualified prospects calling and buying from you everyday. But you have to be prepared to put in the effort. Because despite what Walt Disney said, **there isn't a magic wand!**

So, if you're serious about learning how to build your reputation. If you want to have a consistent flow of the **'IDEAL'** leads, set more sales appointments, close more sales, and substantially increase your profits, then... **Let's Get Started!**

"Many good financial advisors are not good at selling.
They are great at marketing. The opposite is also true.
Many good salespeople are terrible marketers."

"If you're a good marketer, then selling is much easier.
If you cannot or will not market your products and services,
then you will have a tough time selling."

"However, if you are a good marketer and a good salesperson,
you can take your sales career to the very top of the industry!"

Have Questions or Need Help… Call Us 877-297-4608

Wondering Where To Start?

If you invest in just one Insurance marketing and sales training program all year, then this is the one you will want to start with! Because as an ***IPS* member** you will have complete access to all the insurance marketing and sales fundamentals that you need, **with live virtual sales classes each month**! So, you can get off to a fast start selling insurance, annuities, and investments! While you guarantee your long-term success!

Insurance Marketing and Sales Resource Center™

***Value $3,343.00…* Only $39.95 per month… Immediate Online Access!**

https://insuranceproshop.com/insurance-sales-course-training/

We Have Added These Insurance Marketing, Prospecting, And Sales Training Programs, Courses, Webinars, Videos and Sales Tools…

- Live Virtual Sales Classes **every month**! *(Normally $39.00 per month)*
- Next you will have over **11 hours of latest videos** from our **'Trusted Advisor Success Training™' Boot Camp**! *(Normally $499.00)*
- Then you will have **Over 10 hours** of fact-finding and questioning training with our original **Fact-finding Videos and Audios.** *(Normally $265.00)*
- In addition to, our Six Training Videos and Audios with **over 8 hours** of insurance sales strategies and sales presentations. *(Normally $39.95 each – 6 Training Videos and Audios @ $39.95 = $239.70)*
- Then you will get all ten of our Fast Track Advisors' Guides providing you with critical insurance marketing and sales training and success strategies that most agents and advisors do not know and may never find out! (*Normally $9.95 each – 10 Advisors Guides @ $9.95 = $99.50)*
- You will also have our **'Dynamite' Referred Lead System™** that will show you how to get your friends, clients, and businesses to refer everyone they know to you. *(Normally $95.00)*
- And **6 Months of Client Newsletters** for pre-retirees and seniors that will keep you constantly in front of your prospects, clients, and friends. *(Normally 12 for pre-retirees @ $59.95 = $719.40 / 12 for seniors @ $59.95 = $719.40)*
- *And that's just the beginning!*

Become an IPS member today…
It is the easiest way to find out more about us and how we can help you!
A 30 Day 'Risk-Free' Trial… 100% Money-Back Guarantee!
https://insuranceproshop.com/insurance-sales-course-training/

*I have combed through your website and read almost every page and want to say thank you! The information has helped big time, my production is up **65% over last year already.**"* **Rick H., Winnipeg MB**

What Are You Waiting For?

Take the first step toward growing your business and simplifying your success. Schedule your FREE, no-obligation 15-minute consultation with our founder, Jeremy Nason and discover how we can and will help you move forward with confidence.

Call Toll-Free: 877-297-4608 Outside the U.S.: +1-770-443-2855
Book a time online: www.ipsjeremy.com



Jeremy Nason, Lew Nason (R.I.P), **Former #1 agent in the world** (R.I.P) **Mehdi Fakharzadeh** With IPSAlumni at the Trusted Advisor Success Training

"Many of our industry super-achievers owe a large part of their success to Lew Nason."

Mehdi Fakharzadeh, "The most successful living and active insurance sales agent in the United States." ***Leader's*** Magazine

Insurance Pro Shop ®

Helping Average Agents Become ELITE Advisors!

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