

Select a level that you can commit to weekly.

90 Day Business Take Off

There's 4 levels to this business

- Level #1 (Customer only to protect your family)
- Level #2 (5 to 10 Hours weekly commitment)
- Level #3 (10 to 20 Hours weekly commitment)
- Level #4 (All In weekly commitment)

Send this text out to your warm market (Contacts in your Cell Phone) Track how many texts have been sent out and the responses. This will help you jump start your business in addition to the 5k game plan activity.

Warm Market text #1

“ Hi Uncle Fred, This is I just started a New Business...I'm not asking you to join it but I would like to ask for your help. I'm marketing an amazing service that will protect your Family with Life Insurance. I know you may have coverage but we always can strengthen our position. If I can enroll 25 customers in my first 30 days, I may qualify for a promotion. Can you help Me?

Warm Market text #2

Hi Uncle Fred... I just started a new business and could really use your help... It's very simple. Text me back so I can give you some details Thanks...

You are on a mission to help people in 3 different ways.

- 1, By protecting their family with coverage so they can leverage their dollars.
- 2, introduce this recession proof business opportunity to them.
- 3, assist agents in scaling their business. By providing access to leads, daily In-Home or virtual sales support and a simple DMO (daily method of operation)

Things for you to do.

1. Register for all carrier websites
2. Complete Steps #1,2,3,and 4 from team website
3. Go to ffl.americo.com and do the DEMO e-app
4. Use team website for resources, Everything you need is on the website.
5. Click Print Step #2 link from Team website <https://www.teammidgard.com/training-links>
6. Send Texts out to warm market.
7. Sign up for insurance toolkits, <https://insurancetoolkits.com/signup>
8. Buy leads from FFL Lead center or 3rd party lead vendors. List on Team website
9. Get on the phone and start dialing.
10. Join virtual team zoom, link is on the team website under Telesales zoom
<https://zoom.us/j/4140457932?pwd=R3pndW9tWnpJSktCZitpdys3Sm9Ldz09#success>

\$5,000AP Game Plan

Application activity:

\$5,000 AP 8 Applications needed @\$52.00 Each total for the month.

2 Apps per week.

\$1,248 ap per week.

\$1,248 x 4 weeks = \$4,992 ap

Lead Strategy and conversion rate to hit \$5,000 ap

\$250 weekly lead buy.

\$250 lead cost x 5 times the ap production minimum = \$1,250

\$1,250 x 4 weeks = \$5,000 ap

Are you covered?

If you are over 20 but under 60 years old. Write a policy on yourself.

Lead types for this month's plan. Once \$5,000 is hit please adjust.

Recommend lead source plus workspots discount 30 % to 50% OFF leads

CRM

1 Month old leads. \$4.00 / Discount 30% \$2.60 - 50% \$2.00

3 Month old leads \$3.00 / Discount 30% \$2.10 - 50% \$1.50

100 Leads or more per Monday dial day depending on discount or lead type.

Other lead types in CRM to fill in.

Final Expense Mailers CRM

3 month old leads \$3.00

2 month old leads \$5.00

1 month old leads \$8.00

Youtube leads CRM

3 month old leads \$5.00

1 month old leads \$9.00

MP leads CRM

3 month old leads \$3.00

2 month old leads \$5.00

MP Silver Aged Leads \$1.00

Live Transfer \$71 Each

Dialing Leads: Dom Rogers and John Wetmore Dialing strategy

Proper expectations

- Hang ups
- I did not request info
- I'm busy
- Booking appointment for in-person

- One call close: For Telesales

Monday 100 leads to dial.

Break leads up in 4 batches of 25.

Work batch 1.

Call each lead 3 times.

Divide leads in different stacks

- No answers
- Bad numbers
- No Go
- Appointments
- Follow ups

Run through that same batch 2 more times before moving to the other batches and divide leads again in the proper stacks.

- Total of calling a lead in the No answer stack is 9 times.
- Use the dial tracker and post a pic in voxer at the end of your day. This is not mandatory but it will hold yourself accountable.

Plug into the system: Don't just take, become a giver also.

- Join Midgard Team Zooms
- Daily Dial Zooms. If you get someone on the line, **Unmute yourself.**
- Monday objection handling and product placement Zooms.
- Thursday Team Zooms.
- Plug into a local office.

Corporate Trainings:

- Monday wakeup podcast: 7am PST Youtube Paul McClain
- Wednesday Beyond the leaderboard: 8AM PST Dial in Call
- Friday The next level live training: 8am PST Corp Facebook live

- Saturday Shawn M: 8am PST IG live

The key is activity, You must put the time in. Please do not be the person who says the following.

- I work full time
- I have no extra time.
- I need to watch my kids
- I do not have money for leads.
- I'm so busy
- I already have an Insurance policy.
- I do not want to drive to an office, it's too far
- I do not want to sell my warm market.
- I'm getting alot of No Shows
- I'm scared of charge backs
- I do not want to Door Knock
- I do track my numbers.
- Can I have the good leads?