

Estate Planning Newsletter

WE ARE WHAT WE REPEATEDLY DO

Science says that 92% of people that set goals don't achieve them. Achieving the goals you set is directly related to your daily habits. Simply stated, the habits you have that didn't enable you to achieve your goals will most likely deliver the same results in the future. Aristotle nailed it more than 2000 years ago when he said, ["We are what we repeatedly do."](#)

If you set a goal to grow your sales and increase your income, it will generally require you to get in front of more people. It's a numbers game. High achievers understand that even though it is about the numbers, there's more that goes into the process than simply setting a goal. For instance, planning the steps to success and executing your plan on a daily basis.

Through some of our top producers, we have discovered an amazing way to set and achieve goals with relative ease by using a sales process that these producers developed. The process is not about how much money you will earn in the short term but more about setting goals and achieving them. Success is directly related to setting and realizing your goals. Simply said, this process is somewhat of an exercise that will create growth naturally. What makes our process unique is that it requires no selling. All you have to do is take advantage of the most powerful word in the English language and that is "FREE".

Here's how our goal setting numbers game works. To start, you set a goal to give away 20 free trials for the month with an average of 5 per week. This makes tracking easy. If we gave you credits to give away 5 estate plans (not free trials) a week, how difficult would it be to take advantage of that opportunity? There's little doubt that you would find 5 people to accept your generous gift.

The challenge is for you to convince yourself that estate planning is wise for your clients. Having that mindset will make giving away FREE trials a "walk in the park". The key to this goal setting strategy is executing the giveaway plan and measuring your results.

What percentage of your "giveaways" converted to a paid plan? Improving the process for how you are giving away the FREE trial will increase your conversions thereby leading to more sales and where there's more sales there's increased likelihood of more annuity and life sales. This is not theory. We have examples of numerous professionals like yourself that have incorporated this process into their business and achieved phenomenal results.

The world affairs and volatility of the market is driving annuity and life sales through the roof. Estate planning has never been timelier. Making estate planning a part of your sales process opens the door for annuity and life sales. When you understand the power of what I am saying, your quest to grow your business and increase your income by six figures a year will become a reality.

Dare to change. Growth and change means some pain along the way and where there's no pain, you can rest assured there will be little to no gain. Accept change and embrace the pain! The rewards you have so rightfully earned will soon be knocking at your door!