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American Partners Insurance Marketing

Estate Planning Newsletter

FOUNTAIN OF WEALTH

Hopefully this newsletter will get your attention. If not, SW SW SW. Some will, some won't so what. I can lead you to the "fountain of wealth" but I can't make you drink. You may hear what we're saying but if you aren't taking it to heart and speaking it into existence, our comprehensive estate planning opportunity is never going to work for you.

Success stories from our program "Estate Planning Goal Setting" have enabled professionals like yourself to literally see their businesses grow by six figures and more over the past year. It's a unique system that if done properly, can't fail. It is based on logic and understanding but without application, it goes nowhere.

Top producers who are putting in 7 or more transactions a month are writing more annuities and life contracts than ever. Weekly commissions of $10,000 and more are common among those that are working our system. Like anything else, it won't work for you unless you put our plan into action. Plan your work and work your plan!

A couple of days ago, I sat in on a webinar presented by one of the top estate planning and asset protection attorneys in the country. It just so happens that I know him so occasionally he will invite me to listen in. His major point was, "the number one reason I have to turn away clients looking for help is after something bad has happened." Think about that. Admit it or not, one day something bad is going to happen and the likelihood of your clients giving it serious thought before the fact is "slim to none".

That's where you come in. Simply asking a couple of questions will move your client or prospective client in the direction you need them to go. Remember, it isn't about selling estate planning. It's all about educating. You can put anyone's mind at ease by simply talking about the two types of plans, either the government's or their own. The subject is not threatening. There's no way discussing estate planning is ever going to cost you business. The impact will be just the opposite.

Believe it or not, the topic is the "hottest" subject in the world of insurance and financial services. Anytime you do the right thing for others, you will win and in time, win big. Estate planning clients will refer you more business than you can imagine. The referral magnet process is in our system as well. Check out the video in your back office.

You have three currencies, time, knowledge and money. How you best use your time and knowledge will dictate how much money you have. Likewise, the more of your time and knowledge you invest with your clients, the more money they will have including when they leave their legacy.