

FINANCIAL ACTION PLAN

A successful financial action plan is a clear, concise written blueprint that directs your activity on a daily and weekly basis, and will dramatically improve your level of performance. The key to outstanding success in this business is simple; follow the plan, learn the concepts, and then put in the time ... consistently. Small, simple tasks repeated on a regular basis will yield extraordinary results. You can do this. More importantly, decide right now that you will do this; that you will make a difference in your life and the lives of those you serve.

Not next month or next year... but right now! Let's get started.

1. You must know your "why." That deep, burning reason that will get you out of bed in the morning, make you pick up the phone just one more time, or knock on just one more door. Knowing your real, true "why" will give you a sense of invincibility, a belief that nothing can keep you from your just rewards. It will help give you laser focus so that you can stay on track and eliminate every distraction that would keep you from realizing your goals and dreams.
2. Fix in your mind the exact amount you want to earn. It is not sufficient to merely say, "I want to earn lots of money." Be decisive as to the amount! There are proven psychological reasons for this.
3. Determine exactly what you intend to give in return to achieve the goals and dreams you desire. There is no such reality as "something for nothing." You must be committed. "I will spend at least 6 hours prospecting every week to book at least 12 appointments per week."
4. Establish a definite date when you will possess the income you desire. Commit to your deadlines and share them with a coach or mentor who can help keep you accountable to your goals and stay on track.

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5. Create a definite, specific prospecting action plan to achieve the appointments and sales you desire... and begin at once, whether you think you are ready or not, to put this plan into action.

6. Write out a clear, concise statement of the specific goals and objectives you will achieve. Determine the time frame for their acquisition. Again, state what you will give in return for the things you desire. Read your written statement aloud, twice daily. As you read you must see, feel and believe yourself already in possession of your goals and objectives. Write your goals as affirmations such as "I earn \$200,000 per year" instead of saying "I want to earn \$200,000 per year." You must first see yourself in your mind's eye already achieving your goals before you will actually attain them. Here is where a burning desire will make all the difference and help you through the rough spots. Imagine how good it will feel when you achieve your worthy goals.

Points to Remember:

- Write deep and important emotions into your plan
- Read good books to be inspired. Work on yourself daily
- Control your associations. Nothing drains your energy faster than spending time with negative people
- Draw your inspiration and reward from building and helping others as well
- Hold, and keep high, positive expectations and standards of excellence

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My Successful Financial Action Plan

Full Name _____

Date _____

My true why is: _____

1. I am committed to earning \$ _____ per year.

2. I am prepared to incorporate the following prospecting methods to achieve my financial goal:

_____ A Leads

_____ A- Leads

_____ B Leads

_____ Pre-approach Leads

_____ Warm Market Leads

_____ Referrals

_____ Financial eValuator

3. I commit to _____ hours of prospecting each week.

4. Definite date I will begin to possess the income I desire: _____.

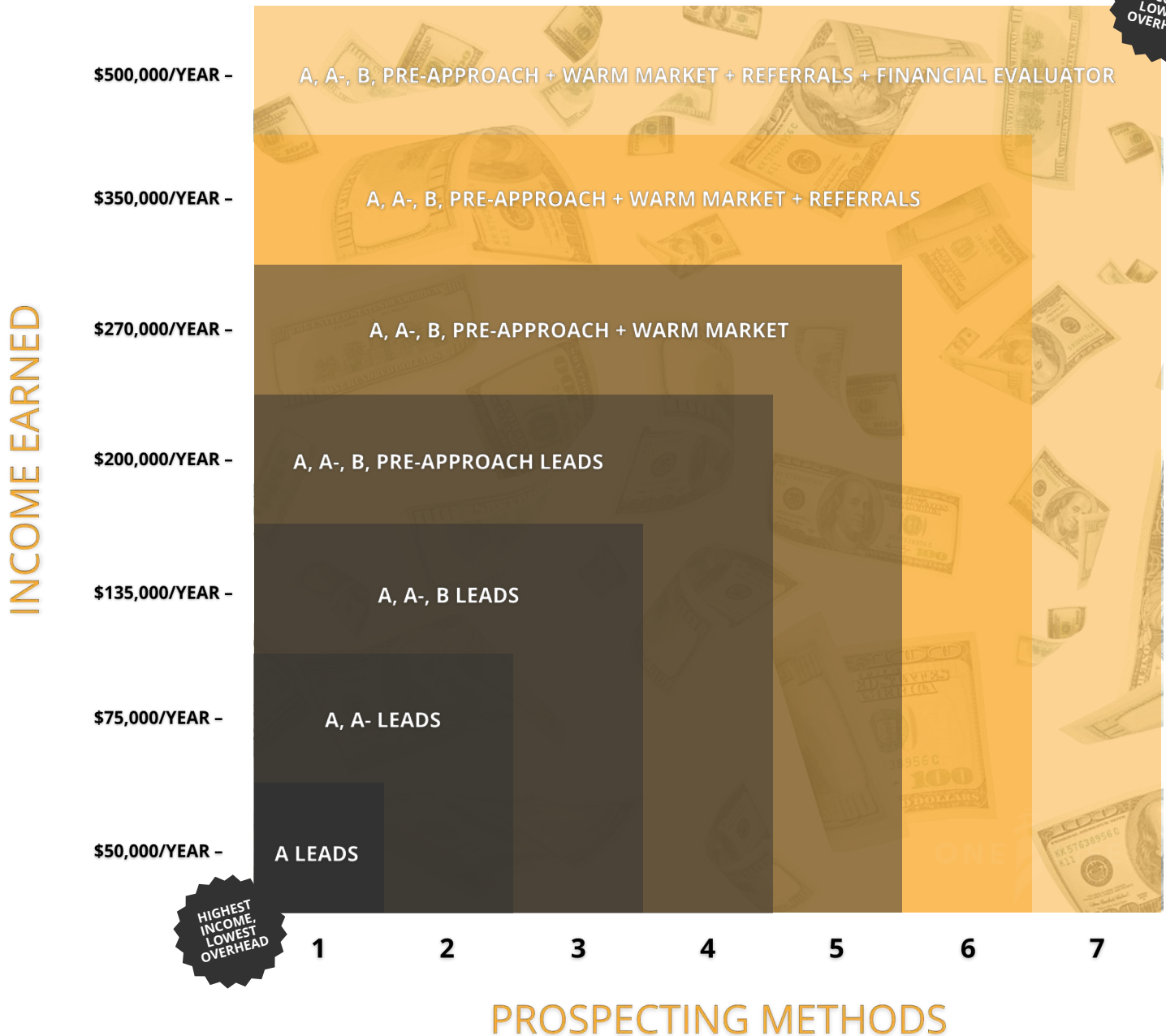
5. Definite date when I will write out my clear, concise, detailed prospecting action plan: _____.

6. Definite times each day when I will read aloud my written statement while vividly imagining myself in possession of my worthy goals.

_____ a.m. _____ p.m.

My Signature: _____ Date: _____

Income Potential with Heartland



Each prospecting method you add to your weekly plan will increase your total income exponentially. Embrace just one new prospecting method every month, and in six short months, you will change your financial outlook forever.

Here are 7 different proven methods to obtain appointments with prospects in the Mortgage Protection and Final Expense markets.

1. A Leads – This represents about 1% of your target market and is the most expensive lead out there. For example, if 1000 people in your county close loans this week and we direct mail them all at an average cost of \$625 per thousand mailers, the return will yield 10 respondents at a cost of \$62.50 per Mortgage Protection lead. Working only this lead, an agent will miss another 990 opportunities to sit with people who just had mortgage activity and would most likely buy from you if they only knew you existed and could hear your short 7-minute presentation. The same goes for Final Expense "A" leads. "A" leads tend to be the easiest method of prospecting but are very limited and also expensive. An agent depending solely on "A" leads will be part-time at best and can expect to make somewhere in the neighborhood of \$75,000 BEFORE "client acquisition" costs (lead costs) which would be around \$25,000 per year (10 leads per week @ \$50 apiece.) So you would net around \$50,000 per year. Adding the Financial Evaluator will give you an additional \$35,000 to \$50,000 per year.

2. A- Leads – These are available in limited numbers in various areas. Many agents purchase them in bulk and travel outside their home market. Others purchase them close to home (when and where available) and supplement their "A" leads (if any) to increase their prospecting opportunities. They are not as "fresh" as an "A" lead and therefore greater effort must be made when prospecting with these leads, but many agents have incredible success (see testimonials) with "A-" leads. At \$7 each, they are a much less expensive way to get to prospects in your target market. An agent adding A- leads to their prospecting efforts can expect to increase their income by an additional \$25,000 - \$50,000 per year. Of course, the net income goes up considerably as well since the "client acquisition" cost is much lower.

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3. B Leads – These are available in limited numbers in various areas. Many agents (new and veterans alike) purchase these in bulk to add to their "prospecting" opportunities. A "B" lead is a once-distributed lead that, to our knowledge, was not sold by one of our agents. At \$4 each, "B" leads are a great way to add to your prospecting opportunities and reach out to more people in your target market WITHOUT breaking the bank. Agents incorporating "B" leads into their prospecting plan can expect to increase their income by an additional \$35,000 - \$50,000 per year. Of course, "B" leads take more effort and skill than "A-" leads which take more effort and skill than "A" leads, but many agents have great success with "B" leads (see testimonials) and love working with them as their primary means of "client acquisition."

CHECKPOINT: Do the math and it will show you that an agent who only works (PROSPECTS) using these three methods of "client acquisition" will consistently earn well over \$150,000 per year. Incorporating the Financial Evaluator will increase that income to over \$225,000 per year! Why? Simple. Because the more you prospect within your target market, the more appointments you set, and the more you set, the more you see, and the more you see, the more you sell, and the more often you do each of these things, (set, see, sell) the better you become at each and the easier and more profitable the whole thing becomes!

4. Pre-approach Leads – This is by far the most lucrative and inexpensive method of "client acquisition." Using just this prospecting method, an agent can guarantee himself/herself a minimum of 15 appointments per week and an annual income of over \$300,000 when also incorporating the Financial Evaluator. An agent looking to become a builder/duplicator can realize the highest number of agents per area by incorporating this one prospecting tool! So why doesn't everybody do it? Because it's work and it isn't as easy as "A", "A-" or "B" leads for most people.

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What is the Pre-approach Lead? Remember back in #1 when we talked about the "A" lead and how it is generated? Remember the 990 that didn't reply? Well, every one of those people received a letter discussing what it is and how important it is ... but like most people out there (most likely you and I included) they never even bothered to read it and threw it away. Had they read it; had they known you were available to explain it to them; they would have surely wanted to see you, sit with you and buy from you! The opportunity? Meet these people, show them an example of the letter that was sent to them, let them know what your role is and get in there and enroll them! For \$25 you receive 100 prospects that fit within your target market; people who need your services but may never respond to a direct mail or other types of lead. These leads are also mapped out for you so that you can maximize your time and efficiency while working on them. Working JUST THIS type of lead will yield over \$300,000 per year of income, and allow you to achieve a million dollars per year in income by teaching others to do what you know works – giving them the opportunity to make that same \$300,000 per year through their own efforts and your tutelage!

5. Homeowners & Seniors You Know (Warm Market Leads) – Think about it, how many people do you know that would benefit from the information you have for them? You have a great story to tell and 90% of these people care, and 90% of those that care are either misinformed or uninformed! What an opportunity for you to help!

The Dilemma: There seems to be a stigma attached to reaching out to friends, family, neighbors, co-workers, former co-workers, etc. and ultimately having them listen to your story and understand what you do. Believe me, they will ALL buy from you ... they are the ones who already know and like you. It's not like you're going over there to try and sell them encyclopedias they will never read or an outrageously overpriced vacuum they don't need!! Understand what it is you really do, and know how important it really, REALLY is! Besides, I'm sure you realize that ALL the strangers you see are somebody's family, neighbor, co-worker, friend, etc. They just don't happen to be yours ... yet! If you became friends or neighbors with them would you have them cancel the policy you wrote on them??? Of course not, you would be proud of the great service and education AND protection you had provided them. Don't you think your "warm market" deserves some time with you too?

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6. Referrals – This is the most proven and effective method to get in front of additional prospects, and quite often the easiest. All you have to do is "ask and expect!" We have a few different ways to "ask and expect" you'll find in the UWU campuses along with approach scripts for the referrals obtained. Agents incorporating this proven method of client acquisition can expect an additional \$50,000 - \$100,000 per year in income and ZERO additional overhead for client acquisition. There are some agents that have been quoted as saying "The most important thing I get from each home I am in is three additional homes to go and see." (see testimonials)

CHECKPOINT: Over the years I have seen far too many agents fall into the following trap. They come in new, get excited about their identity (Mortgage Protection or Final Expense Specialist) and prospect in a variety of ways. They begin to experience measurable success, and then over time, reduce their efforts to only using "A" leads (#1 above). Why does this happen? Simply because the other options seem to require more effort than #1, and the path of least resistance encourages us to slowly drift away from the good foundational habits we established early on that were a cornerstone of our success.

The easiest and least expensive way to go out and start making a TON of money in this wonderful business TODAY is to embrace numbers 2, 3, 4, 5, and 6 immediately!

You are in sales. If there is one thing that guarantees success over all other things in sales, it is PROSPECTING! The more you prospect, the "luckier" you get! The more you prospect, the more you make! These are all PROVEN ways to get in front of your target market and make a TON of money. Many of your peers are already experiencing this financially and emotionally liberating success!

However, I have seen many an agent come in and go broke by trying to figure out how to work less and make more, thinking they can work "smarter" NOT "harder" when in fact, the key is to work "smarter" AND "harder!" Worse yet, they fall prey to the organizations out there that promise them "easy money" through "minimal" (perhaps even "no") prospecting at all. Beware of the "sucker" ads like "too many leads, not enough agents," "never prospect again," "HELP, I have too many people to write up and not enough time to do it, call me today!" etc., etc., etc. None of its true folks, and at best, you can expect minimal success for a very brief period of time.

7. Financial eValuator – The most lucrative (commission per sale) lead out there. It's free and I guarantee the people will like you since they are already your clients! Adding this tool will expand your horizons, help you evolve as an insurance professional, give you career security, strengthen your placement AND persistency, and pump up your bank account dramatically! The key here is to write up a client in order to make an ancillary sale. So of course, the more people you see, the more Financial eValuators you will obtain and the more money you will make!

So there you have it. 7 Different methods to get in front of prospects and make a TON of money! The good news is that you don't even have to use all 7 methods to achieve great wealth and success. Look no further than our own Spencer in California who will make over \$350,000 dollars this year, and he only uses 4 of the methods described above.

Remember why you got into this business ... "to make as much money as possible by getting in front of as many people as possible and HELPING them get what they want and need IN SPITE OF THEMSELVES!" Sound familiar? It should, it's basically the mission statement we provide for you at HFG University! Nobody is going to do a better job of getting you in front of qualified prospects than you. And the stronger your in-- home presentation, the more often you win the "in spite of themselves" part of the equation.

Remember, not everyone makes \$350,000 or more per year. Sadly, some make even less than \$100,000 per year. Why? Because they aren't willing to do the ONE thing that opens up the door to everything else ... PROSPECT!!! You must also prospect in a precise, defined manner at specific times, in specific ways, and often enough to yield the desired results in the number of appointments desired every week! It's that simple, and yet that hard!

Hopefully, this helps give you the information you need to begin to create your prospecting plan and then commit to it wholeheartedly ... thus guaranteeing your ultimate success; financially and emotionally!