

Think about this: “I am really finding it hard to get new clients! I cannot afford any TV/Radio/Newspaper advertisements. I also don’t know what kind of message will attract clients. Can you help me?”

Few days ago, I got a frantic call from one of my agents.

Some information he shared with me:

1. I like to work for about 5-6 hours in a day and I have approximately 140 clients in my database.
2. The forms of advertising I have done in the past are reaching out to these clients on a monthly basis and sending letters on products I offer.
3. I do not have an assistant and I work from my home. I also have a limited budget for any advertisement but want results. Is that practically possible?

Possible solutions we discussed:

1. Getting referrals from existing clients: The clients in his database will only need “X” amount of coverage unless there is a change in their needs. Keeping in touch with existing clients is great but it is important to build the client database with new client/s. If your existing client is happy with you, he/she should have no issues in referring you to others such as a family member, extended relative circle or friend/s. All you have to do is “ask”.
2. Make your upline agency work harder for you: “Ask for access” to tools such as quote engines, application search engine, product information kits from your upline agency to be made available to you so that you could access it from a computer anywhere, anytime. This will result in better time management for you and will also increase efficiency in getting the right information within minutes.
3. Take advantage of insurance company promotional materials: “What? Do they have any? What kind? Is that free?” Many insurance companies have different kinds of promotional materials such as reply card mailers, prospecting letters, approved ads, seminar invites, etc that can be used by all contracted agents. Some companies offer these free while others have a minimal charge. This is a great cost effective way of reaching out to new clients and you do not have to worry about compliance issues regarding content of ads!! It is a win-win situation.
4. Join local insurance associations and chambers of commerce: “Ask” for available discount advertising packages for their members. You also get to network!

“Ask” and the information you get might pleasantly surprise you.

GAIN the Freedom to
Sell The Best and Earn The Most! Call us at **800-847-6426**