

FFL Achievers



**Why a Boot Camp?** While you wait to become contracted/appointed with the carriers, you have a 5-day boot camp to complete. Each day is dedicated to a skill set you need to master. A doctor makes hundreds of thousands of dollars each year. But, prior to making big bucks, they spent 10 years or more studying their area of specialty and incurred hundreds of thousands in school loan debt. As a field underwriter, you can earn six figures but to do this, you'll need to master three areas of business. This boot camp is dedicated to preparing you to be a TOP Achiever at Family First Life by focusing on the activities that make the money:

1. 80% of success in this business is getting good on the phone/setting a schedule.
2. 15% of success in this business is getting good in the home.
3. 5% of success in this business is knowing the products.

**The System is the Secret:** Robert Kiyosaki says we can probably make a better hamburger than McDonalds, but they serve more than a billion a year ... how many do we serve? The key is the system -- it teaches a process that is duplicated. What separates FFL in the insurance industry is its system – and the training is free to you. Plug in, duplicate and succeed.

## **DAY I: Overview**

- Watch this video: Boca Raton, [FLL Conference](#)
- Log onto the [FFL Heritage](#) site and make sure you've followed the instructions. Password: HeritageRules2020.
- Watch [Shawn's](#) overview of the business.
- Watch this 45 second video of the [FFL Corporate growth](#).
- Listen to why [FFL](#) is the best.
- Watch [Matt Smith](#) explain how to get started.
- [Mike Shroades](#): Six things you can do to ensure your success.

### **Attitude – If it's meant to be, its up to me!**

- Watch Les Brown's "[It ain't over until I win!](#)"
- Listen to the [Secret of Success](#) by Earl Nightingale. Recorded in 1956 on a record.

## **DAY 2: Getting Good on the Phone-80% of success.**

- [Matt Smith](#): Getting great on the phone.
- [Gary Pegues](#): Getting good at all the things that don't have to do with insurance.
- [Danielle Byrd](#): Your ROLE when you're on the phone.
- [Mike Shroades](#): How to dial Leads.
- [Jamie Eufemia](#): Attitude of making phone calls.
- [Gary Pegues](#): A good schedule.
- [Tray Honeycutt](#): Live dialing
- [Matt Smith II](#): Phone Training
- [Matt Smith III](#): Handling Objections
- [Script](#): This is what I use. It's an accumulation of a variety of scripts.

## **DAY 3: Role Play, Objections, Practice**

- Call your Manager: Please call me to schedule a time to practice. 615-730-2056.
- Role Play: Practice scripts outload.
- Record Yourself: Record yourself, spend the day practicing scripts and objections.

## **DAY 4: Getting Good in the home-15% of success.**

- [Final Expense](#): FEX Worksheet
- [Mortgage Protection](#): MP Worksheet
- [FFL Logos](#): Should be on the cover of your binder or laminated.
- [Faith Girodo](#): Doing a Final Expense (FX) in home.
- [Linda Lampaso](#): Doing a In home Mortgage Protection.
- [Mike Shroades](#): Mortgage Protection in home.
- [Eric Schmidt](#): Advanced Concepts – Finding the WHY
- [Saher Farraj](#): Advanced In Home Concepts

## DAY 5: Getting ready to write apps.

- Print out & Staple the Final Expense Grid (Cheat Sheet). You'll take this in every home. Look over it. Understand how to read it. (Attached in this email)
- Print out & laminate the "Carrier Chart/What we do". You'll take this in every home. Look over it. Understand how to explain it to client. (Attached in this email)
- Practice the following E-apps on your laptop or I-Pad.
  1. Americo- Eagle Premier (Whole Life) 60 yr. old female, non-smoker, \$10k, \$15k, 20k
  2. Mutual of Omaha- Living Promise (Whole Life) 60 yr. old female, non-smoker, 10, 15 & \$20,000
  3. Prosperity- New Vista (Whole Life) 60 yr. Old female, non, \$10k, \$15k, 20k.
  4. AIG (Guaranteed Issue Whole Life) 60 yr. old female, \$10k, \$15k, 20k
- To write policies.
  1. [Americo](#)
  2. [AIG](#)
  3. [Aetna](#)
  4. [American Amicable](#) (AM AM)
  5. [John Hancock](#)
  6. [Mutual of Omaha \(MOO\)](#)
  7. [Prosperity](#)
  8. [Transamerica](#)
  9. [John Hancock Get a Quote](#)
  10. [FFL GO](#)
  11. [Medication Look Up via Transamerica](#)
- These are the admin sites where you locate your policies.
  1. [Americo](#)
  2. [Mutual of Omaha](#)
  3. [American Amicable](#)
  4. [AIG](#)
  5. [Prosperity](#)
  6. [Global Atlantic](#)
  7. [Athene](#)
  8. [John Hancock](#)
  9. [Royal Neighbors](#)
  10. [Columbian Financial](#)
  11. [Transamerica](#)

## DAY 6: Review everything

- Review EVERYTHING.
- Do a “mock phone call” with someone. Set an appointment, overcome a few objections. PRACTICE!
- Do a Mock “Final Expense In-Home” from top to bottom...Client worksheet, quoting, e-app etc.
- PRACTICE!
- Call your manager & let him/her know that you’ve completed Boot Camp.

## DAY 7: Lead Strategy – You need 3 times more leads than meetings you desire.

- [Ryan M.](#) Understanding your lead strategy. Order leads on Monday for Thursday calling and Thursday for Monday’s calling.
- If you want to book 15 meeting, you need 45 leads to do it.
- Any of the FB vendors listed below are really good. There isn't much of a difference between the vendors so you can choose any one you want to start with and maybe switch the vendors around every week or so to try them all.
- I wouldn't order any less than 60 leads, if you can I would buy 60+ a week. FB leads typically take about 48 hours to start coming in after the order is placed.
- If you’re an experienced agent and want to run mortgage protections, then use LEAD CONCEPTS. You lock counties down. They do mail drops weekly or bi-weekly. You spend about \$180 to \$300 per drop and they drip into your CRM.

## Internet Leads Programs:

### I. Facebook FEX: Print/call/set appointments/policies/repeat.

LeadGurus	Gametime	LeadBank	MailPro FB
\$22 per lead	\$23-\$28 per lead	\$20 per lead	\$20 per lead

1. Gametime Leads- <https://www.gametimeleads.com/home>
2. Lead Gurus- <https://www.ffmpeg.com/leads-ffmpeg>
3. LeadBank Leads- <http://leadbankdirect.com/>
4. Bang Bang Leads- <https://www.bangbangleads.com/leads33347963>
5. Happy Agent Leads- <https://www.happyagentleads.com/order-leads>
6. MailPro FB Leads- <https://prodigitalleads.com/>
7. Lead Concepts – MP [Link](#)

## II. CRM Internet Life Leads:

INSTANT Internet Leads	New Internet Life Lead	Internet Life Lead 1 Mo	Internet Life Lead 3 Mo
\$11 per lead	\$9 per lead	\$4 per lead	\$3 per lead

These leads can be found in the CRM. Once you log into your account, click CRM and then select Order leads– Buy Cherry Pick Leads. A heat map will populate all the leads in your state and county. The Internet Life leads will be under the Blue Mail–Pro column. Leads will deliver approx. 15 minutes after the order is placed.

## III. Cherry Pick Leads:

MailPro 1 Month MP & FX	MailPro 2 Month MP & FX	MailPro 3Month+ MP & FX
\$9– MP \$8– FX	\$7– MP	\$6– MP \$3– FX

These leads can be found in the CRM. Once you log into your account, click CRM and then select Order leads– Buy Cherry Pick Leads. A heat map will populate all the leads in your state and county. The Internet Life leads will be under the Blue Mail–Pro column Cherry Pick. Leads are delivered immediately to the CRM.