

Power of One

Objective (1 per DAY)

To talk to at least 5 people per day face to face

or

10 people per day over the telephone

Goals

\$150,000	per year NET INCOME
Step 1	Find or Purchase enough leads to complete your objective above. An average lead cost is between \$10 to \$40 per lead, so we use an average of \$25 per lead to accomplish our goal
Step 2	Write at least 1 policy per day with an average monthly premium of \$75 or 5 policies per week with a total of \$375 or more in monthly premium
Step 3	Based of the above..... \$375 per week = \$4,500 in annualized premium (This is what you are paid on) \$4,500 X 50 weeks (this allows for a nice 2 week vacation) = \$225,000 AP
Step 4	Now the fun starts.....you start at a 100% contract, now depending in the product you wrote (some may be lower in commission) your average through the yr is 90% commission 90% of \$225,000 is \$202,500, but don't forget to deduct your expenses. The average agent that makes this spends about \$30,000 on leads (100 leads per month) and about \$30,000 in taxes (because of write-offs), so even after lead costs and taxes, YOUR NET INCOME IS: \$142,500

