



National Agents Alliance

Running a Successful Business





Running a Successful Business

I need you to ask yourself a few questions:

Question:

- 1. What does it take to be successful?***
 - a. Personal Business***
 - b. Building a Business***

Answers:

- 1. It needs to be able to be duplicated.***
- 2. It needs to be simple.***
- 3. It has to have substance.***
- 4. It has to be attractive to people.***

As I go through what we have at NAA, I want you to look at it from this perspective:

- 1. Unique selling system:***
 - a. Unique need***
 - b. Unique product***
- 2. Simple paperwork***
- 3. Access to underwriters***
- 4. Support and Training***
- 5. Fast pay***
- 6. Top Commissions***
- 7. Working your own hours***
- 8. Freedom to move up on your own ability***
- 9. Unlimited Income***
- 10. Management Opportunity***
- 11. Bonuses***
- 12. Trip***
- 13. No Investment on your part***

Goals

- 1. Fix in your mind exactly what it is you want.
Example: money, premiums, sales, recruits, etc.*
- 2. Determine exactly what you intend to give in return.
Example: time, money, effort, time away from family,
of appointments, etc.*
- 3. Establish a definite date when this will take place.*
- 4. Create a definite plan and begin at once –
“We’re not promised tomorrow”*
- 5. Write out these goals clearly and precisely.*
- 6. Read your written goals aloud twice daily,
once when you get up & once before going to bed.
“It is important to see, feel & believe this is already
happening to you.”*

*What is going to make all of this come true is the four things
you hear me talk about during every conference call.*

- 1. Passion*
- 2. Commitment*
- 3. Coachability*
- 4. Credibility*