

Road to

INTEGRITY[®]

MARKETING GROUP

Phase 1

Spend \$1,000-\$1,500 each week on leads in order to maintain a high lead flow.

If **NOT** issuing 30k by the end of 90 days meet with manager to review tracked activity to **identify the problem and correct it.**

PERSONAL
Begin with personal growth

Track all activity
(Dials, Appts, Sits, Sales, etc).

Issue **\$30,000** Each Month

AGENCY
Build up your agency

Run 30 Appointments **each week**

Don't Wait for Success, start hiring immediately!

Share
on all of your social media platforms consistently to reach your warm market.

Leverage your upline and other agent's stories/ testimonies/ trainings/ bank statements to hire agents

Have at least **10 -15** writing agents by **90 days.**

Rent workspace office through **Workspots**

Reserve your agency logo and name when you issue **\$50,000**



Hire at least one **FULL TIME 40 HR.** Administrative Assistant

If possible, do not put all of your commissions back into paying your bills; **Reinvest as much as possible into your business expenses like leads.**

Goal:

Build an agency that is issuing **\$50,000-\$100,000**

LIFE
Find a lifestyle balance to maintain success

Start *tracking* all of your *business expenses* for tax purposes.

Tell the people you're closest to that **you're going all in on an opportunity** so they can be supportive and not distract you when you need to be working

Continue to Phase 2

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Phase 2



Have an agency issuing \$350,000-\$500,000

AGENCY
Growing your agency

Depending upon lead availability in your area, don't be afraid to travel to **high volume** lead areas

PERSONAL
Continue hitting personal milestones



Continue to maintain Phase 1 production principles

Start Branding with your FFL Logo on all social media platforms

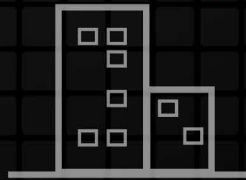
Issue a minimum of **\$350,000** of bonusable premium for VP bonus

Work on earning **140% COMPENSATION LEVEL**

Lead support:
At this level some managers *match leads* or offer some type of *lead support* to new agents getting started

Look into opening up your own office

2 FULL TIME Staff Members



Don't be greedy with compensation. Top managers have an average spread of **5-10% on new agents**



Start *tracking* all of your *business expenses* for tax purposes

Get an accountant for taxes

LIFE
Maintain your success

Continue *reinvesting* as much as possible to *maintain momentum*

Continue to Phase 3

Be intentional with your schedule.

It's inevitable that life events will take you out of the field at times. Top agents handle their production ahead of time so that they don't **negatively impact their own momentum and cashflow.**

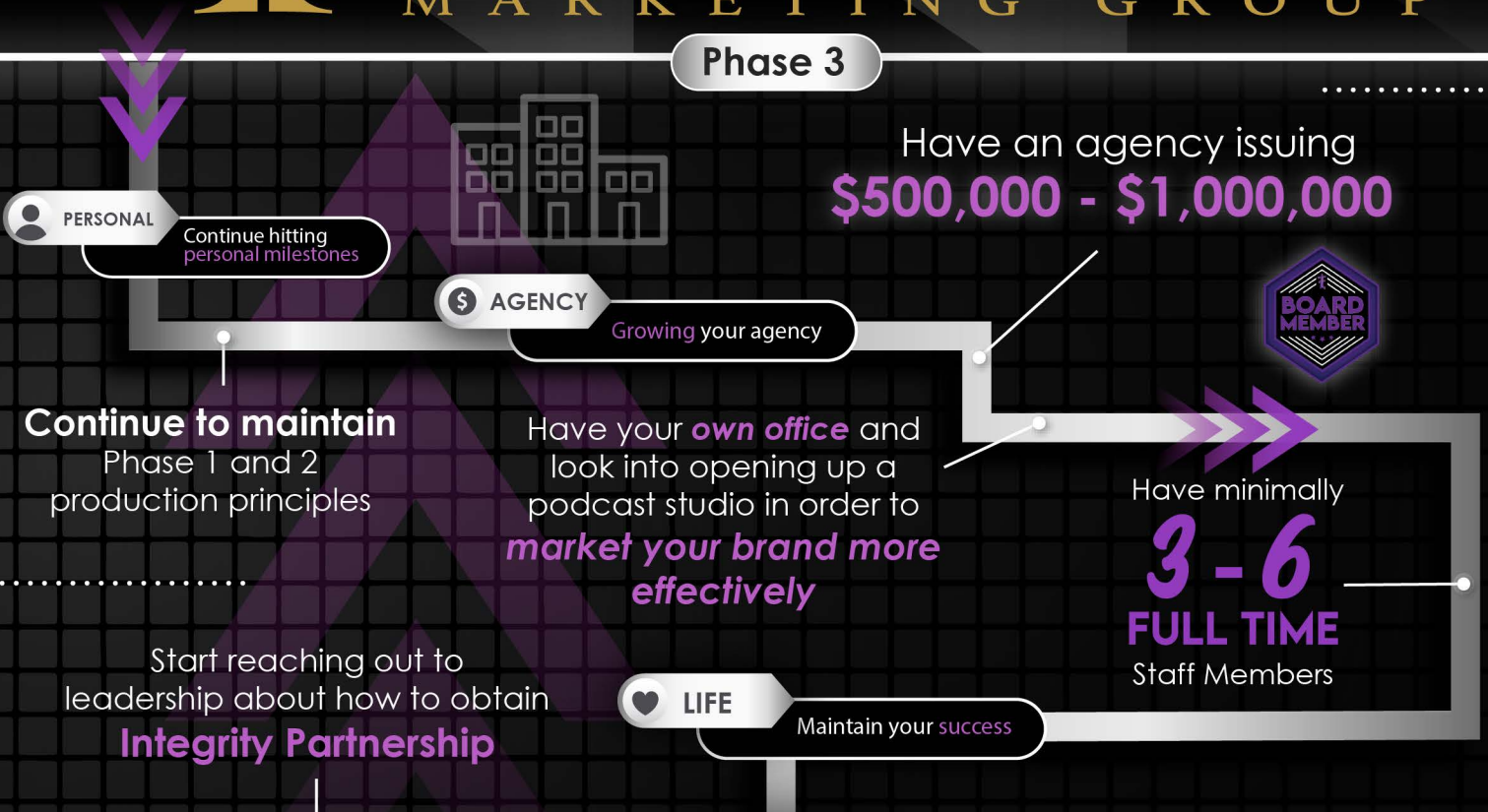


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Phase 3



Phase 4

