

4) **Referrals** This is the most proven and effective method to get in front of additional prospects, and quite often the easiest. All you have to do is "ask and expect!" We have a few different ways to "ask and expect" you'll find in the IFP Playbook along with approach scripts for the referrals obtained. Agents incorporating this proven method of client acquisition can expect an additional \$50,000-\$100,000 per year in income and ZERO additional overhead for client acquisition. There are some agents that have been quoted as saying "the most important thing I get from each home I am in is three additional homes to go and see."

CHECK POINT: Over the years, I have seen far too many agents fall into the following trap. They come in new, get excited about their identity (Mortgage Protection or Final Expense Specialist or Underwriter) and prospect in a variety of ways. They begin to experience measurable success, and then over time, reduce their efforts to only using "A" leads (#1 above). Why does this happen? Simply because the other options seem to require more effort than #1, and the path of least resistance encourages us to slowly drift away from the good foundational habits we established early on that were a cornerstone of our success.

The easiest and least expensive way to go out and start making a TON of money in this wonderful business TODAY is to embrace ALL of the prospecting methods immediately!

You are in sales. If there is one thing that guarantees success over all other things in sales, it is PROSPECTING! The more you prospect, the "luckier" you get! The more you prospect, the more you make! These are all PROVEN ways to get in front of your target market and make a TON of money. Many of your peers are already experiencing this financially and emotionally liberating success!

However, I have seen many an agent come in and go broke by trying to figure out how to work less and make more, thinking they can work "smarter" NOT "harder" when in fact, the key is to work "smarter" AND "harder!" Worse yet, they fall prey to the organizations out there that promise them "easy money" through "minimal" (perhaps even "no") prospecting at all. Beware of the "sucker" ads like "too many leads, not enough agents," "never prospect again," "HELP, I have too many people to write up and not enough time to do it, call me today!" etc., etc., etc. None of it is true folks, and at best, you can expect minimal success for a very brief period of time.

5) **Door Knock** When you're unable to get ahold of a prospect by phone, make sure to cluster these "unreachable leads" together by zip codes and/or areas so when you're visiting a prospect in that area, you can stop by to door knock and make the appointment. Remember, a prospect is a prospect that you can turn into a client so don't miss the opportunity and most of all, don't waste a good lead.