

30 Day Sprint:

Begin your **Project 300** list. **Project 300** is a list of 300 names and phone numbers of all those you know who are 40+ years old. Classmates, Friends, Family, Church Members, Neighbors, any and everyone. Here's the bottom line: If you know their first name and have their phone number, they should be on this list.

Product Knowledge – You MUST be an expert on the products you are marketing. Nothing else matters until you learn everything there is to know about the products, programs and solutions you are going to present to your client:

- Gain access to **Advisor Resources** located at <https://FinalWishesAdvisors.com> and read through the Senior Life Agent Manual. Study and learn the products and SL corporate policies. The SL Agent Manual can be located in the “*How Do I Begin*” section. Once you are an active agent with Senior Life, the Agent Manual will also be located in the “*Notification & Documents*” section of **SLICE**
- Read through and study the *Legacy Assurance* section of **Advisor Resources**
- Visit every page and tab of the <https://Legacy-Assurance.com> website. Know this website inside and out

Once you feel you are knowledgeable on all Senior Life and Legacy Assurance products, then it is time to really dive into Advisor Resources. Immerse yourself. Learn, read, watch, and study the Training Videos, Playbook Chapters, Door Knocking, and Veteran sections then:

- Get organized and
- Practice
- Practice
- Practice

In 1 week, you should be prepared to start:

- Working your Project 300 list (and any B leads we supplied, if applicable) and begin scheduling and running appointments.
- Give a passing presentation in order to qualify for your first batch of 20 leads.

Our expectation, and your primary goal, is to get promoted to the **Agent Owner** contract level (90%) ***within your first 30 days***. In order to qualify for this promotion, you must write 8 policies (or more of “uncontrolled” business) within this period of time. This will be accomplished via Project 300, A & B Leads, Referrals, and any personal marketing campaigns you implement: social media, custom yard signs, etc.

Time is of the essence so you must make every day count, starting now!