

Participant Guide

Session 3: The \$4M Opportunity Under Your Feet

Use this to engage more fully as you listen to this session. Pause the video. Answer these questions as the session unfolds. Dig in.

1. Do you believe there is a \$4M Opportunity from Insurance Agents in your business?

2. What are your other referral streams? How much money do you invest in each stream annually? What return on investment are you getting from each of those streams annually?

3. How did Gerry come up with a revenue potential of \$4M? Rework the math below.

4. Are you going to commit no longer ignoring the revenue stream from Local Insurance Agents? If yes, write your commitment below. If not, write why not.
