

## Participant Guide

### Session 4: The Low Hanging Fruit

*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. Who is the low hanging fruit? Where do you find them?

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2. Who are “the right” agents?

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3. Has your efforts for traditional marketing proved financially rewarding?

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4. What do you think about the philosophy of Insurance Agents – those who get involved, and those that don't?

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5. If you've been involved with Agents in your market, what percentage breakdown do you think exists and why?

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