



# FINAL EXPENSE



# GOPLAN

IMPACT LEGACY GROUP

## FINAL EXPENSE

SIX STEPS TO SIX FIGURES

[www.impactlegacygroup.com](http://www.impactlegacygroup.com)



**01**

**GET STARTED**



FINAL EXPENSE

**Get Licensed:**

**Pre-licensing Course - 24 Hours of Course Time**

[XCEL Pre-Licensing Discount Link](#)

- **Licensing - 7-10 Days**
- **What you should be doing:**
  - Anti-money laundering
    - LIMRA- [LIMRA LINK](#)
  - Purchase E&O Insurance - NAPA - [NAPA Link](#)

**Get Contracted:**

- **Timeframe:**
  - 7-10 business days from the time you complete and submit all of your contracting paperwork
- **What you should be doing:**
  - Promptly answer all contracting requests to prevent delays
  - Complete pre-onboarding checklist



**02**

**GET TRAINED**



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**What you should be doing:**

- Connect with your upline for training
- Confirm **Impact Link** login credentials and access the **IMPACT Training Center Here**
- Subscribe to the *Life Insurance Academy* Youtube & Podcast
  - For Video subscribe on **Youtube**
  - For Audio subscribe on **Apple Podcast or Spotify**
- Be on the *Monday Launch Call* and any scheduled team calls
- Subscribe to **Insurance Toolkits Here** for underwriting support
- Purchase the **LIA Final Expense Presentation - visit Impact Store**
- Download the **LIA Phone Scripts here**

**What Trainings should I focus on?**

**IMPACT Training Center**

- **Back to Basics Coaching Replay here**
- **Final Expense Presentation Mastery here**
- **Final Expense Start-to-Finish here**

**Life Insurance Academy Content**

1. "How to Invest \$1500 to Make \$245,000 in Your First Year of Life Insurance Sales" (with Roger Short) **Youtube**
2. "Straight Talk about Telesales as an Insurance Agent" **Youtube**
3. "Cracking the Code to Consistent Life Insurance Sales" **Youtube, Apple Podcast, Spotify Podcast**
4. "You Really CAN Make \$100,000 in Your First Year of Life Insurance Sales" **Youtube, Apple Podcast, Spotify Podcast** (Start at 5:42)
5. "How to Make \$1,000 a Day Selling Life Insurance" (with Zach McElwain) **Youtube**



**03**

**GET LEADS**



Final Expense

**Timeframe:**

- 1-2 weeks after contracting

**What you should be doing:**

- Communicate with your upline to determine next steps
- Determine budget and lead type
- Access Impact Legacy Group [Lead Store Here](#)

**DIRECT MAIL LEADS:**

- 25 leads/week
- Average cost \$40-\$50/lead
- Average closing ratio 30%.
- Cost= \$1,250 AP= \$5,400

**DIGITAL LEADS:**

- 100 Leads/week
- Average cost \$16/lead
- Average closing ratio 15%
- Cost= \$1600 AP= \$9,000



# 04

## GET SELLING



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- **What you should be doing:**
  - Connect with your upline daily
  - Role-play with your upline and team
  - Face-to-Face-30 Door knocks a day/5-6 presentations a day
  - Virtual/TeleSales-300-400 dials per day/6-7 presentations a day
  
- **Cross-selling Opportunities:**
  - **Beginner-** Annuities through the Impact Legacy Retirement Elevate Program
  - **Advanced:** Medicare and Medicare Advantage

# 05

## GET PROFITABLE

- **Timeframe:** Advanced commissions are typically paid 36-72 hours after policies are approved and issue paid
- **What you should be doing:**
  - **Invest**
    - Think like a business owner and invest for production & revenue
    - Invest in a recurring weekly lead order
  - **Communicate**
    - Communicating daily with your upline
  - **Work**
    - Implement a system and consistently work the system
    - Retire every lead



FINAL EXPENSE



■ Evaluate

● Manage and track your numbers

- Phone calls
- Door knocks
- Appointments set
- Connections
- Presentations
- Sales
- Referrals

■ Promote Yourself

- Review the [ILG Life Advancement Guidelines Here](#)
- Target and achieve your next quarterly production benchmark
- Receive your promotion and compensation increase

**DIRECT MAIL LEADS:**

- 25 leads/week for 50 weeks
- Average cost \$40-\$50/lead
- Average closing ratio 30%.
- Cost= \$1,250 AP= \$5,400

Total end of the year revenue based off of a 95% compensation rate = \$164,200\*  
 Net revenue after marketing investment = **\$101,700**

**DIGITAL LEADS:**

- 100 Leads/week for 50 weeks
- Average cost \$16/lead
- Average closing ratio 15%
- Cost=\$1600 AP= \$9,000

Total end of the year revenue based off of a 95% compensation rate = \$273,600\*  
 Net revenue after marketing investment = **\$193,600**

\*Placement & Persistency: 80% placement rate & 20% chargeback rate factored in



**06**

**GET BUILDING**



- **Timeframe:** As soon as possible
- **What you should be doing:**
  - Communicate with your upline daily
  - Set growth and business development goals
  - Invite people to come and see the opportunity
  - Invite them to attend trainings from your upline and ILG training events
  - Invite them to shadow you as you sell - Virtual and F2F
  - Identify leaders and duplicate your efforts through them
  - Help your leaders build their teams





# IMPACT

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