

EMPOWER YOUR IMPACT. BUILD YOUR LEGACY.



UNDERWRITING MASTERY COURSEBOOK

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VIDEO 1

INTRODUCTION TO UNDERWRITING MASTERY



VIDEO 1

INTRODUCTION TO UNDERWRITING MASTERY

Objective

Understand the value of mastering the underwriting process, why it's essential for long-term success, and how it impacts your confidence, client trust, and overall profitability.

Section 1: The Power of Underwriting

“Underwriting is a critical skill for any successful final expense agent.”

When done properly, underwriting doesn't just determine whether a policy gets approved — it affects the **quality, retention, and profitability** of your business.

Key Takeaways:

- Mastering underwriting gives you confidence and earns your client's trust.
- Proper underwriting helps avoid rework, resubmissions, and frustration.
- The stronger your underwriting skill, the higher your placement rates and persistency.

Section 2: Workbook Activities

Fill-in-the-Blanks

1. Mastering underwriting will pay off significantly when you can properly _____ a case before submitting an application.
2. Strong underwriting gives you a _____ _____ when you understand how to navigate each carrier's unique standards.
3. Proper underwriting is a win for everyone — clients, _____, and carriers.
4. Thorough underwriting makes it far more difficult for another agent to later _____ your business.
5. Mastering this skill elevates the _____ of your business and increases your _____.

Reflection Questions

6. Why do you think some agents underestimate the importance of underwriting?
7. In your experience, how does confidence in underwriting influence your conversations with clients?
8. What's one frustration you've experienced (or can imagine) from submitting applications without fully underwriting the case first?

Section 3: Application Exercise

Think about a recent or hypothetical client case.

- What underwriting details would you need before recommending a carrier?
- How might understanding carrier-specific standards change the outcome of that case?

Key Insight

When your confidence grows, your client's trust grows too. Underwriting mastery isn't just about knowing the rules — it's about **building a stronger, more profitable business that lasts.**

VIDEO 2

DIGGING DEEP: **KNOCKOUT, HEALTH ASSESSMENT** **QUESTIONS, AND PRESCRIPTIONS**



VIDEO 2

DIGGING DEEP: KNOCKOUT, HEALTH ASSESSMENT QUESTIONS, AND PRESCRIPTIONS

 **Objective**

Learn how to ask health evaluation (knockout) questions, collect prescription information, and use this information to accurately assess the client's health and choose the correct carrier for their application.

 **Section 1: Understanding Health Assessment Questions**

Health evaluation or knockout questions help you:

- Obtain a clear, accurate picture of your client's health.
- Identify any conditions that may affect carrier placement.
- Save time and frustration by leading with the correct carrier from the start.

Key Takeaways:

- Knockout questions identify major conditions that can immediately impact eligibility (e.g., active cancer, oxygen use, Alzheimer's).
- Follow-up questions are essential to gather details: diagnosis date, last treatment, type of treatment (prescription or procedure), and any complications.
- Use a systematic approach to document both conditions and prescriptions separately.

Section 2: Workbook Activities

Fill-in-the-Blanks

1. The purpose of asking health evaluation questions is to have an accurate _____ of the client's health.
2. Knockout questions are designed to identify major conditions like _____, oxygen use, or memory loss.
3. When a client confirms a condition, follow up by asking when they were _____ and when their last _____ occurred.
4. Prescriptions should be recorded _____ from the ailments.
5. When looking up prescriptions, use sources like _____, Google, or Mayo Clinic to verify Common Uses.

Reflection Questions

6. Why is it important to lead with the correct carrier on the first submission?
7. How does documenting both the condition and prescription improve your underwriting process?
8. What might happen if a client forgets to mention a prescription or ailment, and you don't dig deep?

Section 3: Application Exercise

Think about a recent or hypothetical client case.

- List at least three knockout or common health questions you would ask.
- Identify how you would document the client's responses and prescriptions.
- Explain how this information might influence which carrier you lead with.

Write your thoughts below:

Key Insight

Be thorough, directive, and systematic. By digging deep into both health conditions and prescriptions, you:

- Ensure accurate underwriting.
- Reduce delays or declines.
- Place clients with the best carrier for their needs.

VIDEO 3

FIND YOUR DIRECTION: UNDERWRITING CHEATSHEET & INSURANCE TOOLKITS



VIDEO 3

FIND YOUR DIRECTION: UNDERWRITING CHEATSHEET & INSURANCE TOOLKITS

 **Objective**

Learn how to use underwriting cheat sheets and insurance toolkits to verify which carrier to lead with, identify potential obstacles, and accurately assess client eligibility.

 **Section 1: Using Underwriting Cheat Sheets & Toolkits**

- Cheat sheets allow you to **double-check your carrier selection** and confirm whether a client's conditions or prescriptions align with the carrier's underwriting rules.
- Identify major health events or conditions and mark them on your notes to flag potential obstacles.
- Insurance toolkits can help **verify your thinking**, but should not replace understanding underwriting standards. Over-reliance may result in rated or declined applications.

Key Takeaways:

- Look for conditions like heart procedures, COPD, or diabetes, and reference the cheat sheet to see carrier-specific guidance (e.g., timing since an event, standard vs. modified rates).
- When using Toolkits, fill out client information carefully: name, date of birth, tobacco use, height, weight, state, and prescriptions/conditions.
- Record **start dates and current use** for prescriptions, especially for critical medications like insulin, nitro pills, or inhalers.
- Confirm that all conditions and prescriptions are properly reflected in your notes before quoting.

Section 2: Workbook Activities

Fill-in-the-Blanks

1. The underwriting cheat sheet is used to provide direction toward which carrier to lead with after you've identified the _____ you may face in qualification.
2. Major conditions or health events can be marked with a _____ on your notes to help you focus on those potential obstacles.
3. Over-reliance on insurance toolkits can result in applications being _____ or rated lower than intended.
4. Insurance toolkits should be used as a _____ check, not a primary method for underwriting decisions.
5. When entering prescriptions in toolkits, it's important to include the start date and whether they are currently _____.

Reflection Questions

6. Why is it important to verify multiple conditions together when reviewing cheat sheets?
7. How can double-checking prescriptions with toolkits improve client outcomes?
8. When might it be better to rely on your own underwriting knowledge rather than the toolkits?

Section 3: Application Exercise

Think about a client case:

- Identify two major conditions or prescriptions and mark them on your notes.
- Use a hypothetical cheat sheet or toolkits to determine which carrier would likely accept the client.
- Explain why verifying the start date and current use of prescriptions matters.

Write your thoughts below:

VIDEO 4

GET CLARITY: CARRIER UNDERWRITING GUIDES & APPLICATION QUESTIONS



VIDEO 4

GET CLARITY: CARRIER UNDERWRITING GUIDES & APPLICATION QUESTIONS

 **Objective**

Learn how to read carrier application questions thoroughly with clients, clarify answers, and ensure accurate underwriting to avoid future issues.

 **Section 1: Reviewing Application Questions**

- Always read each application question **word-for-word** to the client.
- Legal requirement: ensure the client truly qualifies for the application.
- Familiarize yourself with different sections of carrier applications:
 - Some “yes” answers result in a decline.
 - Some “yes” answers result in a graded or modified policy.
- Take notes for any **yes answers** and clarify timelines, treatments, or prescriptions.
- Be patient and methodical—rushing can compromise the accuracy of the application and client trust.

Key Takeaways:

- Reviewing application questions **prevents mistakes** and reduces the need to ask questions again during the formal application.
- Follow up on **newly revealed conditions** or prescriptions as they may impact carrier selection.
- A thorough process **builds client confidence** and protects both the client and agent during the contestability period.

Section 2: Workbook Activities

Fill-in-the-Blanks

1. You are legally required to read every application _____ to the client.
2. If a “yes” answer is given on an application, you should make a _____ of it, but keep asking all the questions.
3. Clarifying timelines and treatments will help ensure the answer is a _____ yes or no.
4. Being patient and thorough, if you have to pivot to a new carrier, start by asking the new application _____ and repeat the process.
5. Properly completing application questions protects the client from the _____ period, and protects you as an agent.

Reflection Questions

6. Why is it important to read the application questions before formally completing the application?
7. How can clarifying a “yes” answer prevent future underwriting issues?
8. What are some ways to handle newly revealed medical conditions or prescriptions during the review?

Section 3: Application Exercise

Think about a hypothetical client:

- Identify one yes answer that could affect carrier approval.
- Write down how you would clarify timelines, treatments, or prescriptions with the client.
- Describe how this process ensures the client receives the correct policy without errors.

Write your responses below:

VIDEO 5

GET CERTAINTY: CARRIER SPECIFIC UNDERWRITING TIPS



VIDEO 5

GET CERTAINTY: CARRIER SPECIFIC UNDERWRITING TIPS

Objective

Learn how to use carrier-specific underwriting guides to gain certainty about whether a client will likely be approved, and understand the nuances of prescriptions, conditions, and carrier rules to maximize approval success.

Key Takeaways

1. **Carrier Underwriting Guides** are essential reference tools to gain certainty when other resources (cheat sheets, toolkits, application questions) leave you unsure.
2. Each carrier structures their guides differently; some combine product and underwriting, others separate them. Key sections include:
 - o Height & weight charts
 - o Conditions
 - o Prescriptions and how they impact approval
3. **American Amicable Guide:** Offers sections for conditions and prescriptions, including acceptable timelines and restrictions.
4. **Foresters Guide:** Notable for:
 - o Liberal height/weight charts
 - o Separate charts for heart medications and diabetic medications
5. Familiarity with these guides builds confidence, improves client trust, and reduces errors on the first submission.

Workbook Activities

Activity 1: Explore a Carrier Underwriting Guide

- Access a carrier-specific underwriting guide (American Amicable or Foresters).
- Identify the following:
 - Height & weight table
 - Section for common prescriptions
 - Section for conditions
- Note any rules that stand out for common prescriptions like heart or diabetic medications.

Activity 2: Case Study – Prescription Review

- Client has the following medications:
 1. Carvedilol for blood pressure
 2. Metoprolol
 3. Amlodipine
- Using the Foresters guide, determine:
 1. Is there any combination of medications that would be an automatic decline?
 2. Does this client qualify under standard or level benefits?

Activity 3: Certainty Check

- Using either the cheat sheet, toolkits, or underwriting guide, identify a client scenario where you are unsure about approval.
- Document:
 - Condition/prescription in question
 - Carrier-specific rule from the guide
 - Your decision for submission or backup plan

Notes

- Always verify client prescriptions against the underwriting guide to avoid surprises.
- Build muscle memory for locating information quickly in each guide.
- Use guides to set realistic expectations with clients, explaining primary and backup options.

Fill-in-the-Blank Questions

1. Carrier-specific underwriting guides help you gain _____ when other tools leave you unsure.
2. Foresters has separate charts for _____ medications and _____ medications.
3. Carvedilol, if used for congestive heart failure, is generally considered a _____ by many carriers.
4. The combination of certain heart medications can lead to an automatic _____ when an application is submitted.
5. Familiarity with underwriting guides builds _____ and improves client trust.

VIDEO 6

TAKE ACTION: MASTERY THROUGH APPLICATION



VIDEO 6

TAKE ACTION: MASTERY THROUGH APPLICATION

Objective

Apply the full underwriting process consistently and accurately to build confidence, improve the quality of business, and increase profitability. Learn to integrate every step—medical questions, knockout questions, prescriptions, cheat sheets, insurance toolkits, application questions, and carrier-specific guides—into a repeatable process for successful results.

Key Takeaways

- Mastery comes from consistent application of the underwriting process, every call, every time.
- Patience is essential: speed and confidence improve as you gain experience.
- Proper underwriting builds confidence with the client, increases approvals on the first attempt, and strengthens overall business quality.
- Shortcuts can lead to declined applications, lost clients, and reduced confidence.
- Leveraging coaching, mentors, and ongoing training ensures continuous improvement.

Workbook Activities

Review your notes from Videos 1–5 on medical questions, knockout questions, prescriptions, cheat sheets, toolkits, and carrier applications. Identify which steps you feel most confident in and which you need more practice with.

Create a personal checklist of the underwriting steps you will follow on every call to ensure nothing is skipped.

Reflect on a recent case (real or hypothetical) and identify how following this process could have changed the outcome.

Notes

- Choose a sample client profile. Step through the full underwriting process from start to finish:
 1. Review medical questions and knockout questions.
 2. Document prescriptions and timelines.
 3. Reference the Last Mark underwriting cheat sheet and insurance toolkits.
 4. Read carrier application questions for clarity.
 5. Consult carrier-specific underwriting guides for certainty.
- After completing all steps, write a brief summary of how you determined the best carrier, benefit option, and pricing. Include what gave you confidence in your recommendation.

Fill-in-the-Blank Questions

1. In the beginning, mastering underwriting may feel like it's taking _____, but as you get better, it will go _____ and _____ and _____.
2. It's one thing to understand underwriting, but an entirely different thing to _____ these practices _____ call, _____ time.
3. Every time you take a _____, that's probably when you'll run into an application that doesn't get _____ as applied for.
4. When you do underwriting properly, you gain _____ in yourself, _____ with the client, higher _____ of business, and greater _____.
5. Apply these practices _____ wavering, and we look forward to seeing you at the _____ of the leaderboard.



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