

# How to Get Your First **10** Insurance Leads for Free

# The Agent's Wall

You are licensed and contracted,  
but you have no pipeline.

- ✘ No leads
- ✘ No appointments
- ✘ No one to talk to

# The Natural Resistance

Most new agents hate the idea of pitching their personal network.

**They are right. Pitching your friends  
is the wrong approach.**

# The Mindset Shift

Pitching

Asking people to  
buy a product



Navigating

Helping people  
understand  
confusing  
coverage

# The Foundation

# 500

People you have a real relationship with.

# Who Belongs on the List?

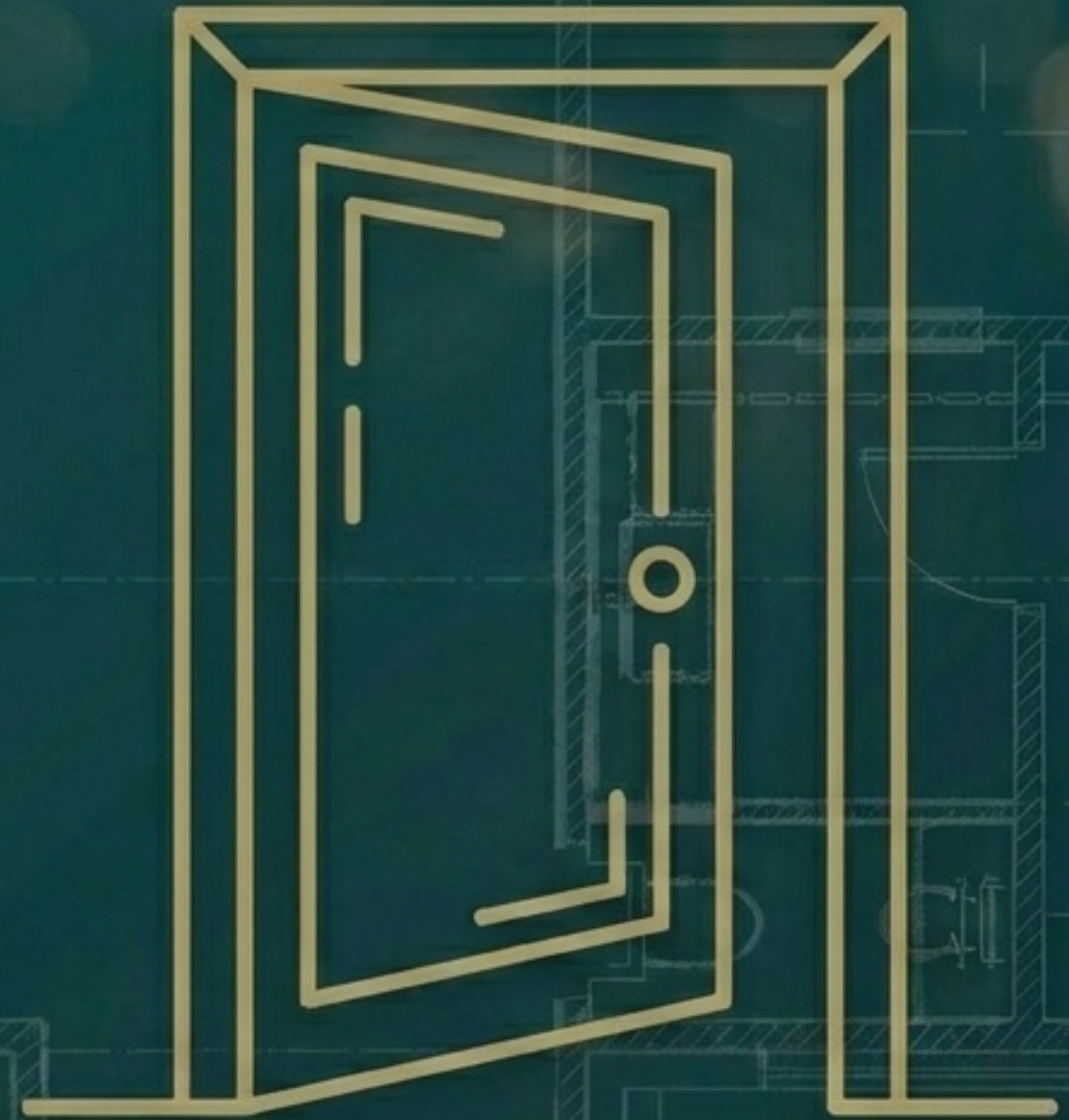
Anyone you could text without it feeling strange.



# The Core Message

Let them know what you do and that you are **available**.

- **No pitch**
- **No ask for a meeting**
- **No links to a website**



# 3 Rules of Engagement

**1.** Personalize every message

**2.** Do not follow up with a pitch

**3.** Treat it like a conversation

# Rule 1: Personalize

Take 10 seconds to make it real.

**Do not copy and paste** the exact same text to 50 people.



# Conversation Over Pitch

If they do not reply

They are not ready.  
Leave it alone.

If they do reply

Ask questions, listen,  
and offer help.

# The Script Framework

Hey, I wanted to let you know I recently got into the insurance business. I am helping people with Medicare, health coverage, and retirement.

If you or anyone you know ever has questions or wants a second opinion, I am happy to help. **No pressure**, just wanted you to know I am here.

# The Conversion Reality

**50**

Messages



**5 to 15**

Responses



**Your First Leads**

## 3 Good Outcomes



They need  
help  
themselves



They know  
someone who  
needs help



They say  
congratulations  
and keep you  
in mind

# The 20-Name Sprint

- ✓ **Today:** Write down 20 names
- ✓ **Tonight:** Send personalized messages
- ✓ **Friday:** Turn conversations into appointments