

# Daily Habits of a Producing Insurance Agent

# Income depends on a system, not motivation.

Producing agents are not more talented than struggling agents.

They simply **execute five specific things** every single day, whether they feel like it or not.

This training provides those five habits in the exact order they must run.

Motivation



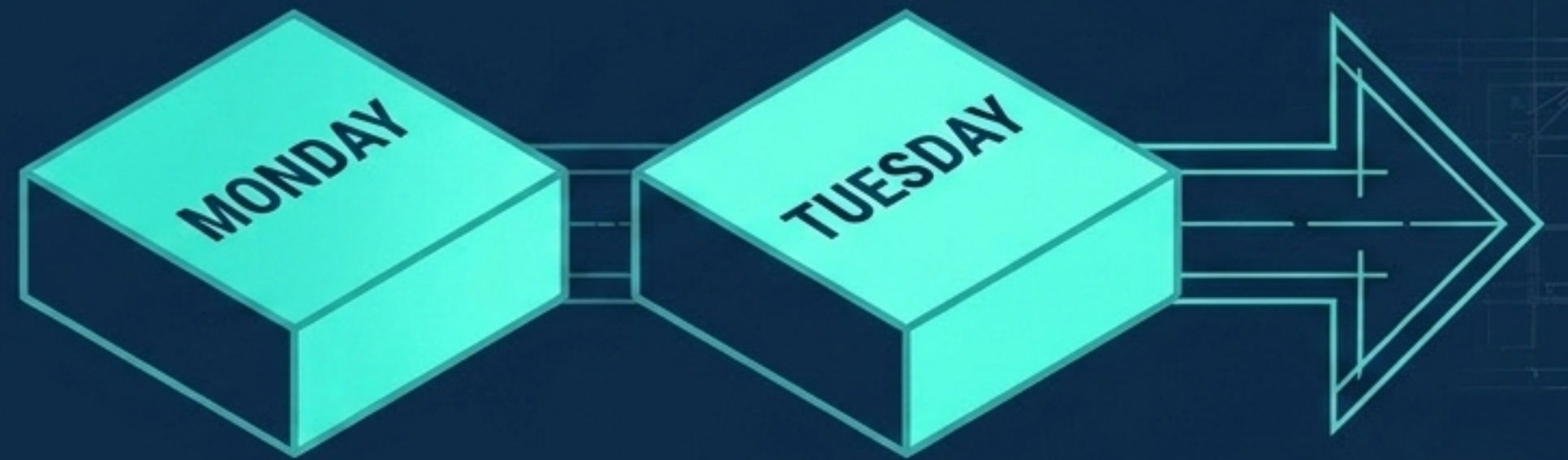
**System**

# The secret is just showing up.

The agents writing the most policies are not the smartest people in the room, nor the most charismatic closers.

They are simply the **most consistent**.

They show up Monday with a plan, execute it, and repeat it on Tuesday.

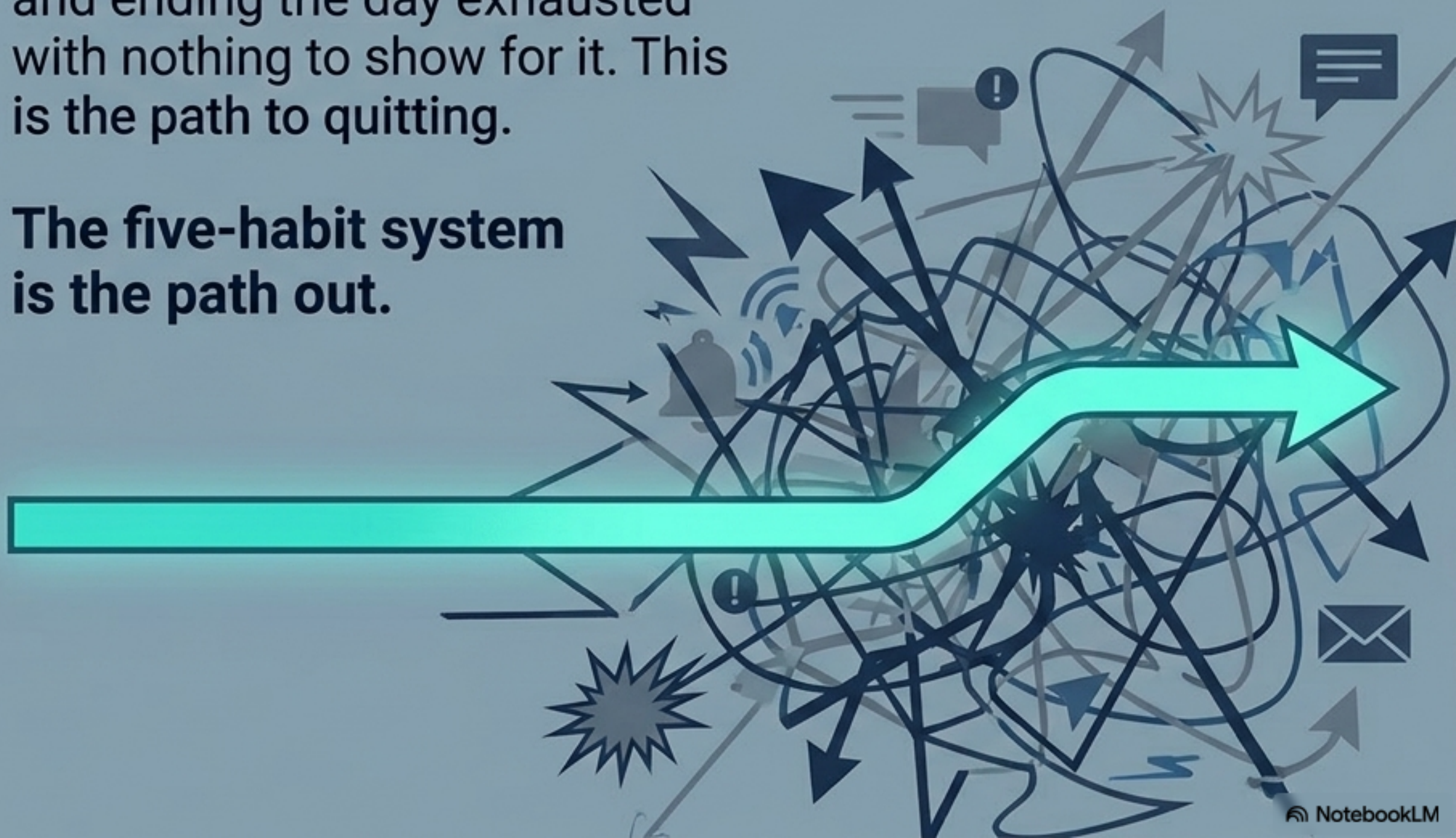


# The chaos is what burns you out.

**The Fear:** Having to do the same things every single day will get boring and cause burnout.

**The Reality:** Waking up unsure of what to do, reacting to every ping, and ending the day exhausted with nothing to show for it. This is the path to quitting.

**The five-habit system is the path out.**



# Consistency beats intensity. Always.

The math is just math. Your job is to make those daily hours **non-negotiable.**

12-Hour Weekends



2 Focused Hours  
for 300 Days



# The Five Habits. In order.

We will walk through exactly what each is, how long it takes, and when in your day it runs.



# Habit 1: The Prospecting Block

This is the single most important hour of your day, and it happens first. Before email, voicemails, or text messages. One focused hour to feed your lead generation channel.

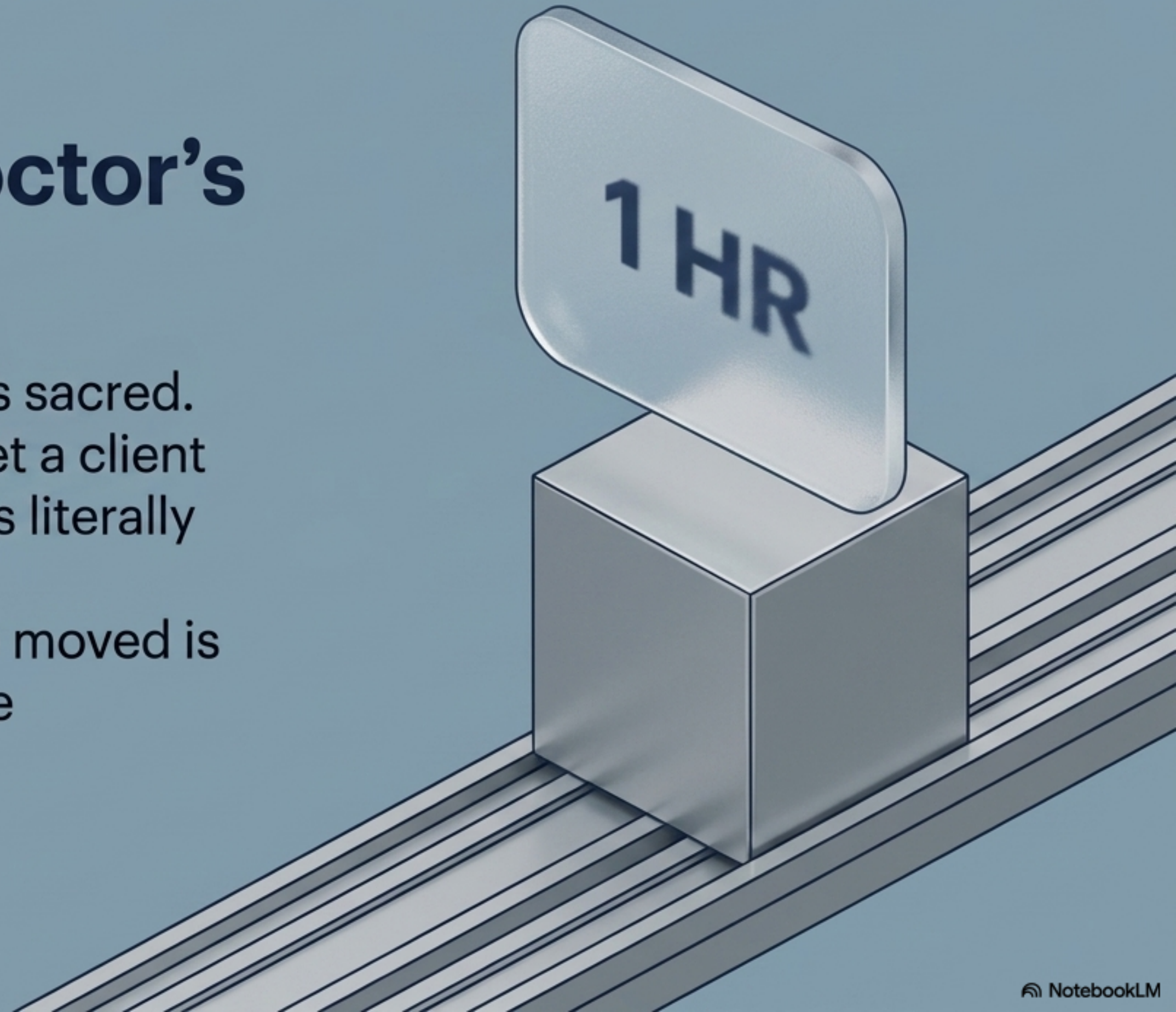
The longer you wait, the more excuses you'll find. Producing agents prospect at the start of the day, period.



# The block is a The block is a doctor's appointment.

It goes on the calendar and it is sacred. You do not move it, skip it, or let a client meeting bump it unless there is literally no other option.

Treating this hour like it can be moved is how producing agents become struggling agents.



# Habit 2: Active Follow-up

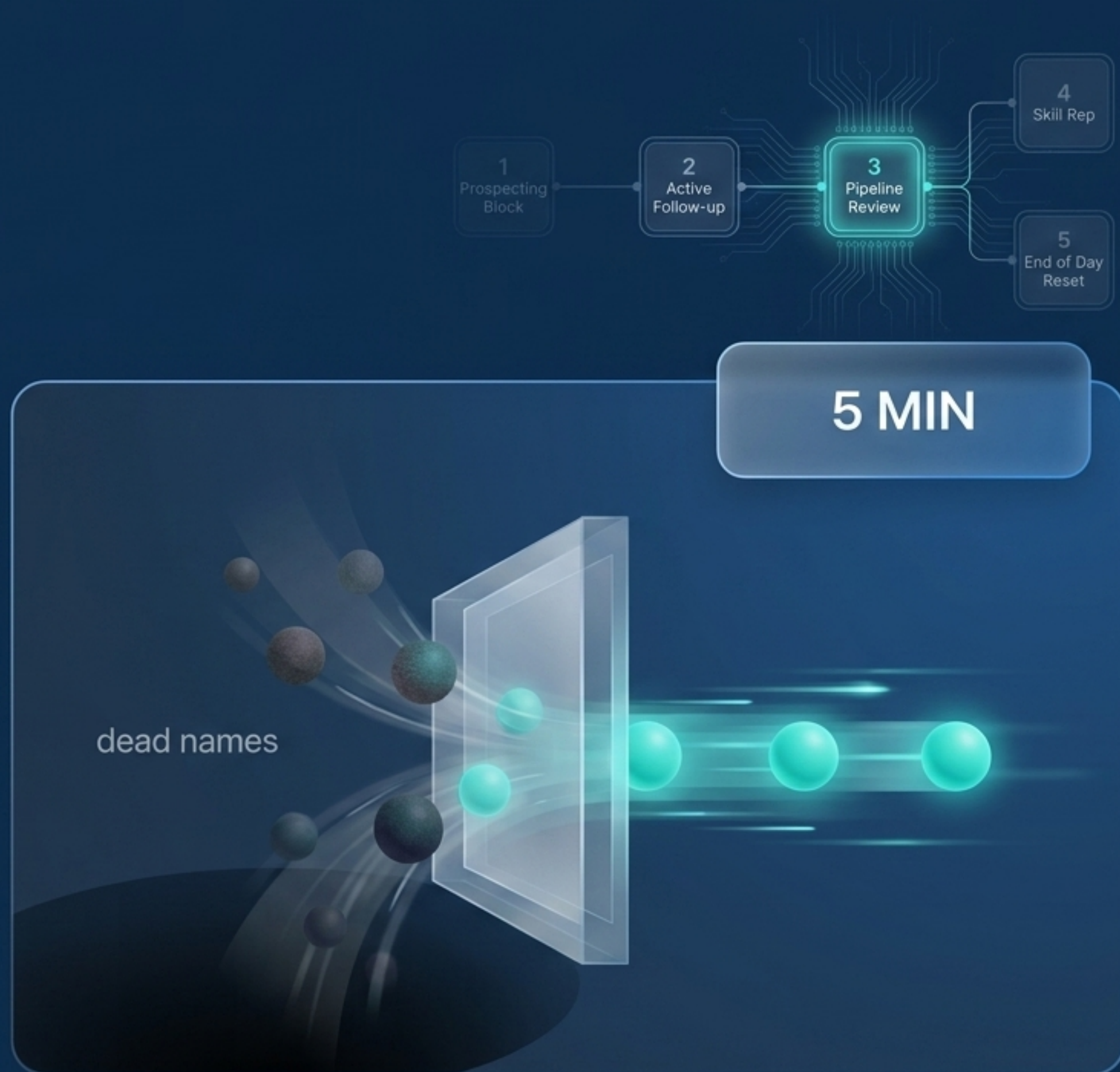


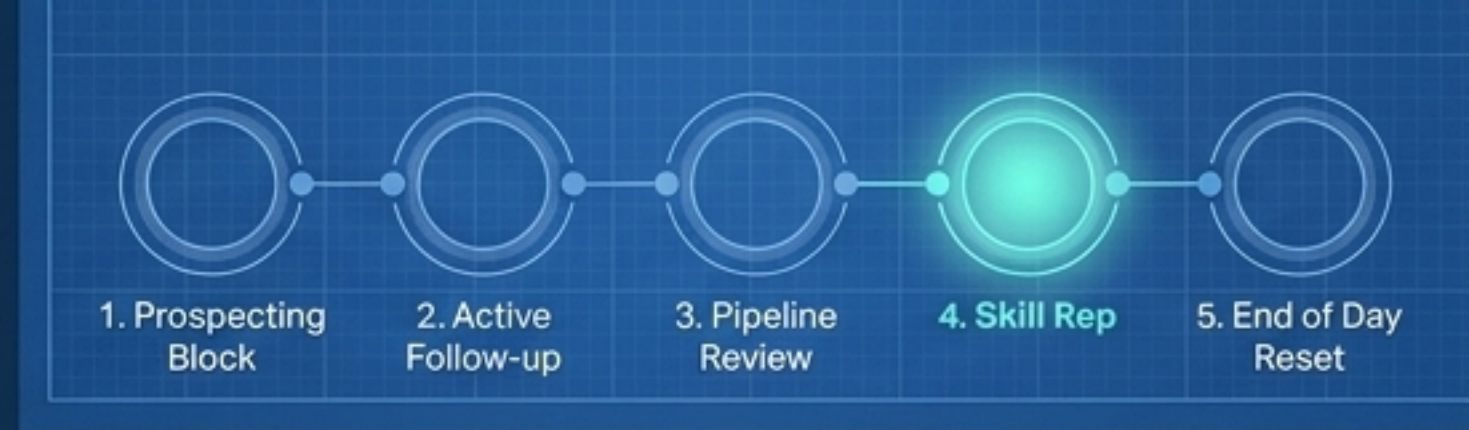
Prospecting creates new conversations; follow-up moves existing prospects forward on a defined cadence. Most sales happen after the first “no.”



# Habit 3: Pipeline Review

You look at every active prospect and ask: What is the next step, and when is it scheduled? If there isn't one, you fix it today. Every name is either moving forward or formally retired.



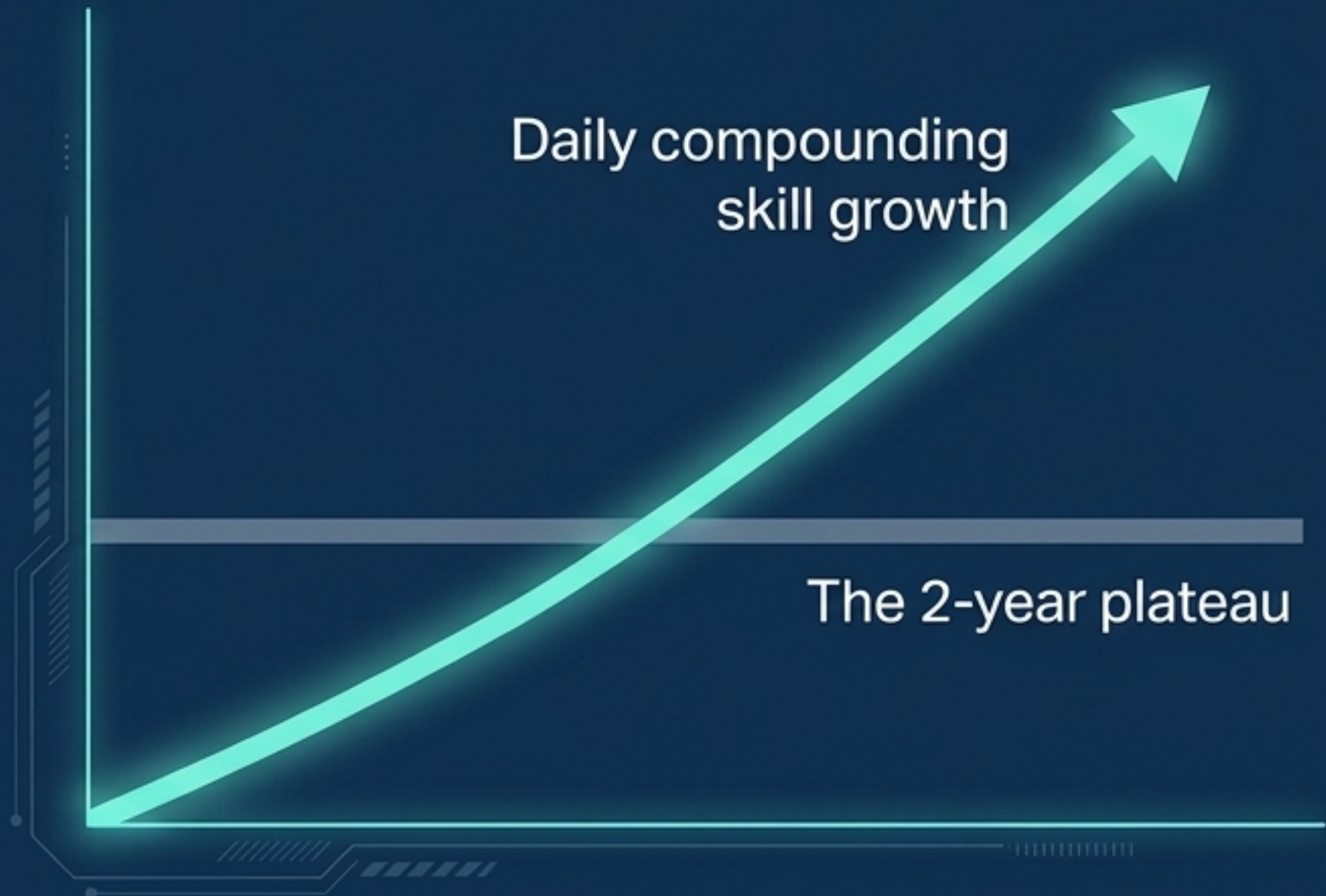


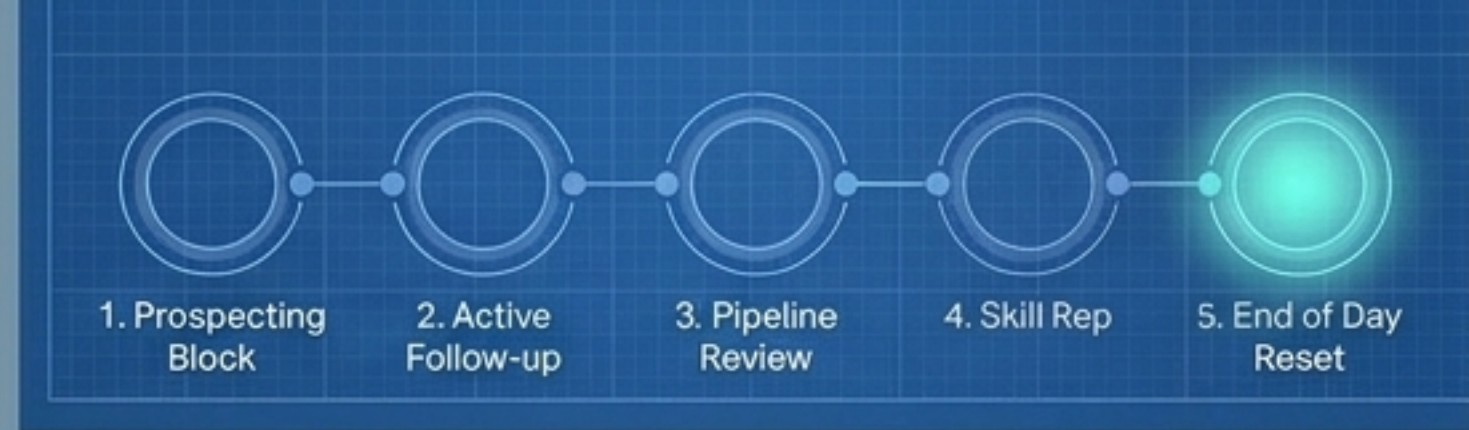
# Habit 4: The Skill Rep

Spend 10 to 15 minutes deliberately practicing the craft. Say an objection response out loud three times, teach a plan summary back to yourself, or role-play a discovery question.

Agents who stop sharpening the skill plateau in their first two years.

Agents who rep daily get measurably better in year ten.





# Habit 5: The End-of-Day Reset

The last 15 minutes of the day belong to tomorrow. Before you close the laptop, do three things:

1. Write down tomorrow's prospecting target.
2. Confirm every appointment for tomorrow.
3. Write the first task you will do in the morning.



# The Architecture of a Producer's Day

8:00 - 9:00 AM: Prospecting Block (1 Hour)

9:00 - 10:00 AM: Active Follow-up

10:00 - 10:05 AM: Pipeline Review (5 Mins)

10:05 - 4:15 PM: Appointments & Lunch Break

4:15 - 4:25 PM: Skill Rep (10 Mins)

4:30 - 4:45 PM: End-of-Day Reset (15 Mins)



# A system that compounds.

That whole structure takes about **6.5 hours** of focused work. Not 12. Not 14. Do that 250 days a year and you will outproduce 90% of the agents in this business. Not because you work harder, but because the system compounds.

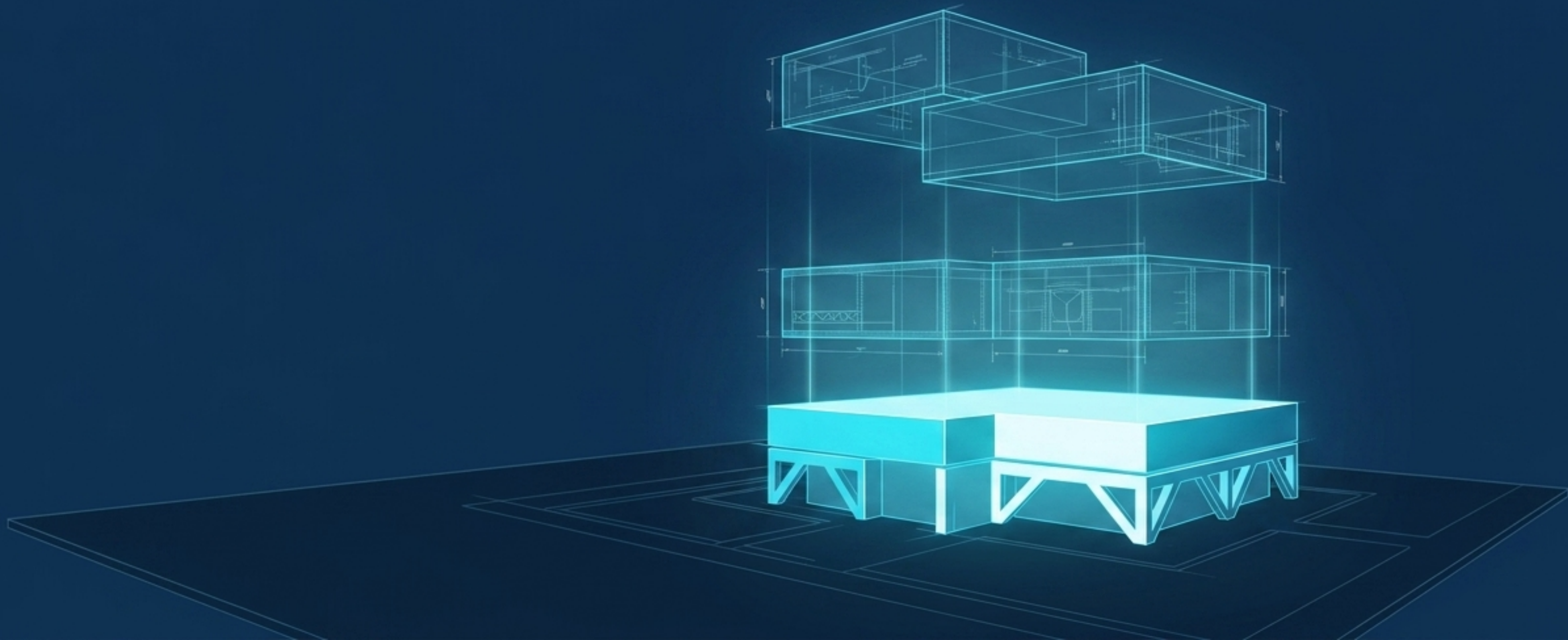


# Stack them one at a time.

Most agents try to install all five habits on Monday and abandon them by Thursday.

Pick one habit. Run it for a week. When it feels automatic, add the next.

You can install all five within a month by stacking them.



# Your Action Step for Today

Today, before you close out your work, do the End-of-Day Reset. Just this one habit:

- ✓ Write down tomorrow's prospecting target.
- ✓ Confirm tomorrow's appointments.
- ✓ Write the first task you'll tackle in the morning.

***Tomorrow morning, the plan will be waiting for you. Once you feel that difference, you'll never work any other way.***

