

Weekly Lead Generation Plan for Insurance Agents

Inconsistent Income is an Operations Problem

Your income swings because your lead activity swings. It isn't a bad market, the wrong season, or bad luck.

Inconsistent agents have **unscheduled** lead generation.



Mood vs. Routine



Inconsistent Agent

Gets to it when there's time
Treats prospecting as a mood



6-Figure Producer

Unmovable appointment
Treats prospecting as a routine

The Predictable Lead Generation Framework



Calendar



Sources



Volume

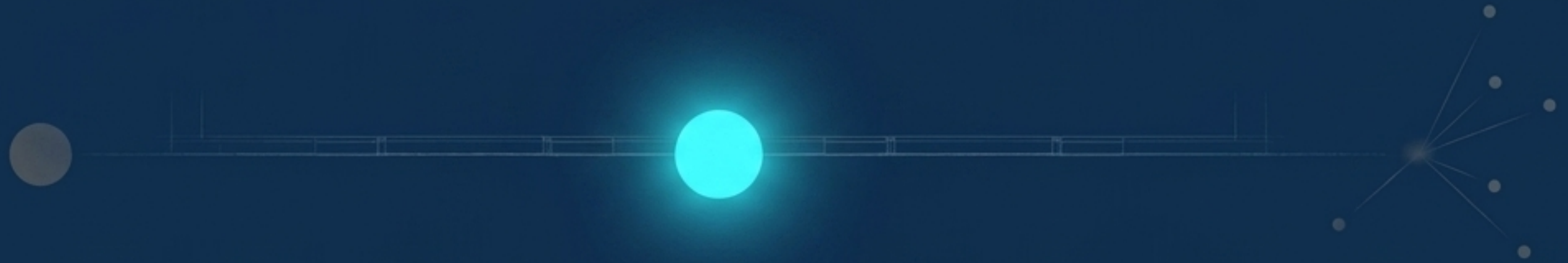
Block the Calendar



Schedule 2 to 3 non-negotiable blocks for lead generation every week. Mornings are best, before the day gets hijacked.

If it isn't on your calendar before the week starts, it won't happen.

The Power of Three Sources



1 Source = Single point of failure
(Pipeline dies if it slows)

3 Sources = Optimal
redundancy and focus

5 Sources = Scattered effort
(Doing none of them well)

The Three Active Lanes



Existing Book

Referrals, reviews,
past prospects

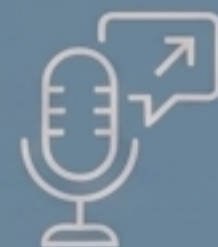
(Highest Conversion)



Local Brand

Community events,
B2B partnerships

(Long-Term Visibility)



Outbound Volume

Warm outreach,
content, AI follow-up

(Conversation Starters)

Note: Paid leads are an external 4th stream, not a replacement.

Reverse-Engineering Your Volume



The Math for \$100,000

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Sales / \$400 avg commission = 250 policies/yr

15

Appointments / 1:3 close rate

60

Conversations / 1:4 set rate

It isn't bad luck. It's bad math.

Bridging the Gap

Do not jump from 20 to 60 overnight. You will burn out in two weeks. Build the habit in stages.



Math Replaces Motivation

Stop ~~wondering~~ if you're doing enough.
The **calendar** tells you.

Stop ~~panicking~~ during a slow week.
One week doesn't break a **system**.

Stop relying on ~~motivation~~.
The **plan** runs whether you feel like it or not.

Your Blueprint for Next Week

4

Run for 4 weeks

- ✓ **Step 1:** Block three 90-minute sessions.
- ✓ **Step 2:** Assign one of your 3 sources to each block.
- ✓ **Step 3:** Run it for 4 weeks without changing anything.