

# MARKETING 101

## GRADY POLCYN

“The man who stops marketing, is the man who is soon out of business.” - Henry Ford



# YOUR BUSINESS GOAL

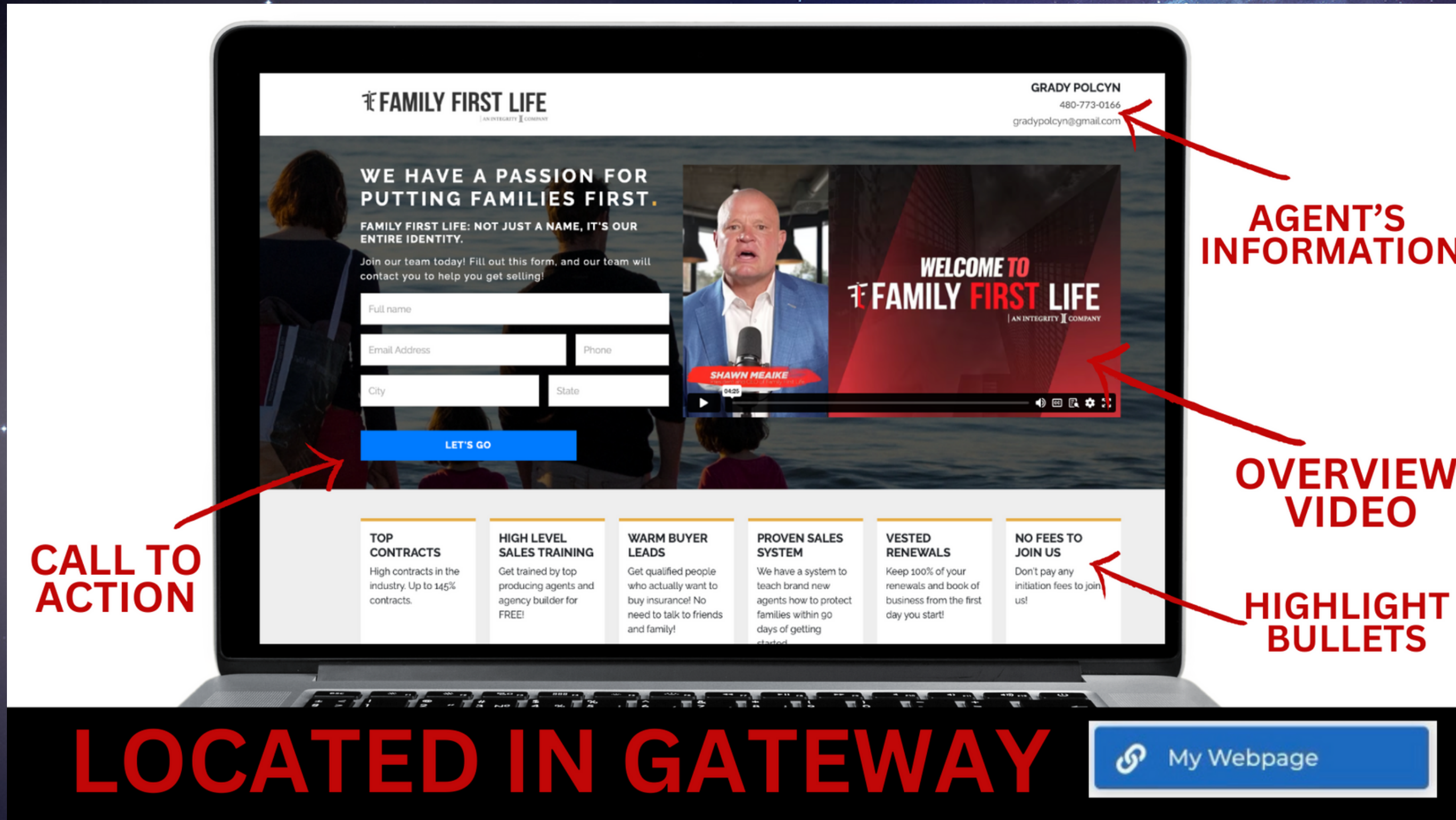
## PROSPECTIVE AGENTS

**FIND** ➡ **NURTURE** ➡ **CONVERT**

“Your goal is to get 2 people a day from not knowing about FFL, to knowing about FFL.”  
- Tray Honeycutt



# PERSONALIZED RECRUITING WEBSITE





# SHAREABLE TOPICS

**TOP CONTRACTS UP TO 145%**  
**HIGH LEVEL SALES TRAINING**  
**WARM BUYER LEADS**  
**PROVEN SALES SYSTEM**  
**VESTED RENEWALS**  
**NO FEES TO JOIN US**

## PERSONALIZED RECRUITING WEBSITE



**COVERED IN YOUR PERSONALIZED RECRUITING WEBSITE**



**WANT THIS  
POWERPOINT?**

**FULL ACCESS TO THESE  
SLIDES & QUICK LINKS**

**FFLAMERICA.COM/2024**



**SCAN ME**



# HOW TO GROW YOUR LIST

- **START CONVERSATIONS EVERYDAY - HIGH INTENT LEAD**
  - FRIENDS, FAMILY, PAST WORK ASSOCIATES
  - PEOPLE YOU TALK TO ON SOCIAL MEDIA, “HEY WHAT’S YOUR EMAIL, I’LL SEND YOU SOME MORE INFO”
- **RECRUITING ADS - LOTS OF PEOPLE RESPOND - LOW INTENT LEAD**
  - FACEBOOK AD
  - INSTAGRAM AD
  - TIKTOK AD
  - GOOGLE AD
  - ZIPRECRUITER
- **BUY LISTS? - NOPE! THAT’S ILLEGAL**



“Great companies don’t recruit skilled people and motivate them, they recruit motivated people and inspire them.” -Simon Sinek



# EMAIL SERVICE



## STARTS SLOW, BUT WILL GROW

- **SHARE YOUR WINS**
- **SHARE OTHERS WINS**
- **CREATE CURIOSITY**
- **ADD PROSPECTS EVERYDAY**

A screenshot of the AWeber web interface showing the 'Campaigns' section. On the left is a sidebar with navigation links: List, Demo, Quick Menu, Messages, Automation, Campaigns (highlighted), List Automation, Subscribers, Pages & Forms, List Options, Web Push, Reports, Integrations, and Help. The main area is titled 'Campaigns' and includes a search bar, status filters (Draft, Active, Paused), and a table of campaigns. The table has columns for Name, Last Modified, and Status. The campaigns listed are: Welcome Campaign (Draft), Etsy Notifications (Active), YouTube Automation (Active), Etsy Sales Welcome Series (Active), and Mini-Course (Paused).

Name	Last Modified	Status
Welcome Campaign	Tue, Nov 22, 2022, 5:44 PM MST	Draft
Etsy Notifications	Tue, Nov 22, 2022, 5:44 PM MST	Active
YouTube Automation	Tue, Nov 22, 2022, 5:44 PM MST	Active
Etsy Sales Welcome Series	Tue, Nov 22, 2022, 5:43 PM MST	Active
Mini-Course	Tue, Nov 22, 2022, 5:43 PM MST	Paused

**ACTION PLAN: SEND 2-4 EMAILS PER WEEK**





# TRAINING



- **HOST TRAININGS**
- **RECORD TRAININGS**
- **HOST WEBINARS**
- **RECORD WEBINARS**
- **JOIN LIVE DIALS**
- **BREAKOUT TRAININGS**
- **PRESENT SRS PRODUCTS**



**ACTION PLAN: RECORD 1 TRAINING A WEEK**





# TRAINING VIDEOS



## THIS IS YOUR BUSINESS

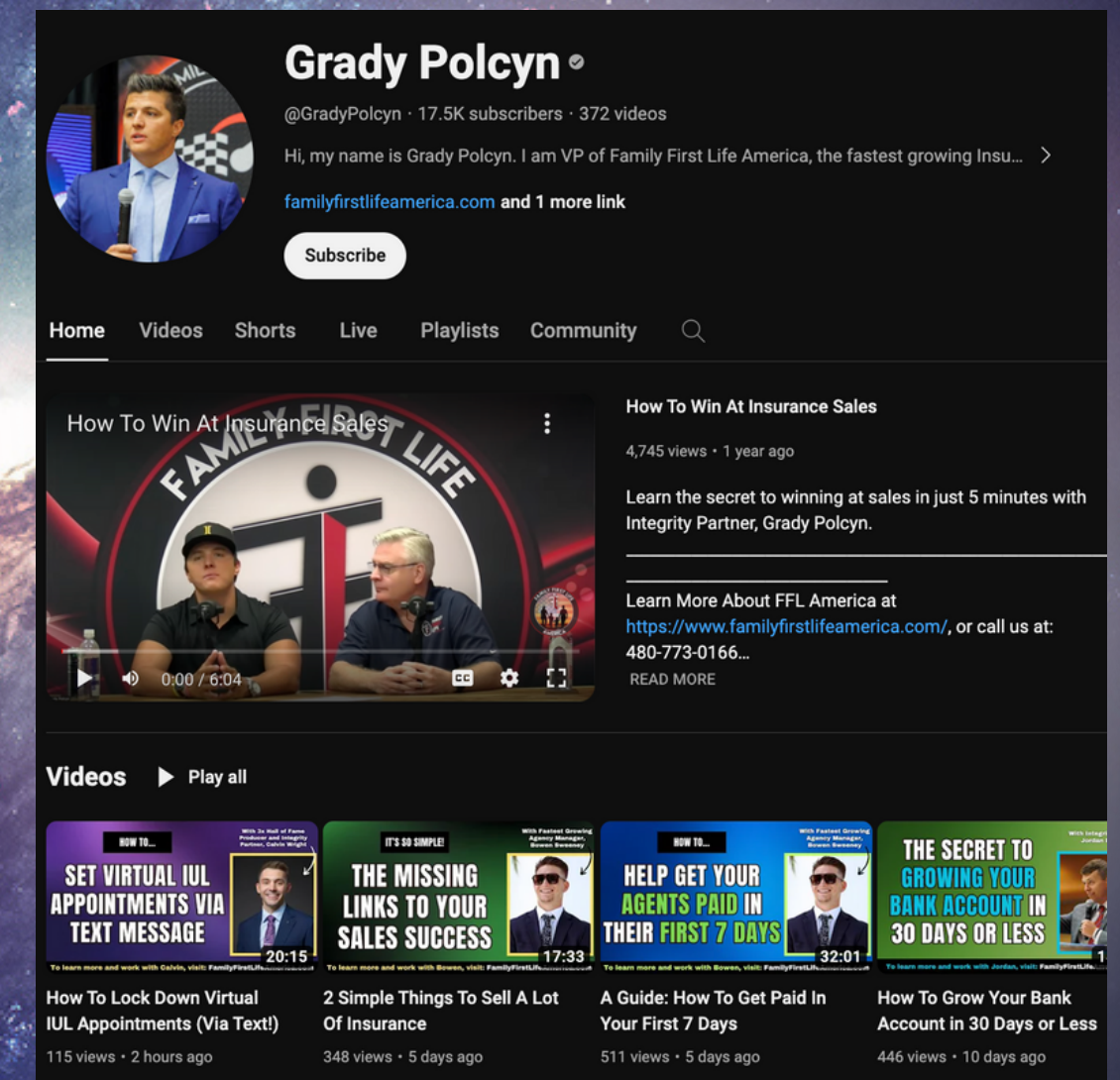
- RECORD YOURSELF (ZOOM)
- UPLOAD TO YOUTUBE

## EDITING

- USE IMOVIE
- BUY AN INTRO ON FIVVER

## GREAT PLATFORM FOR

- TRAINING AGENTS
- RECRUITING PROSPECTS



**ACTION PLAN: POST 1-2 VIDEOS A WEEK**

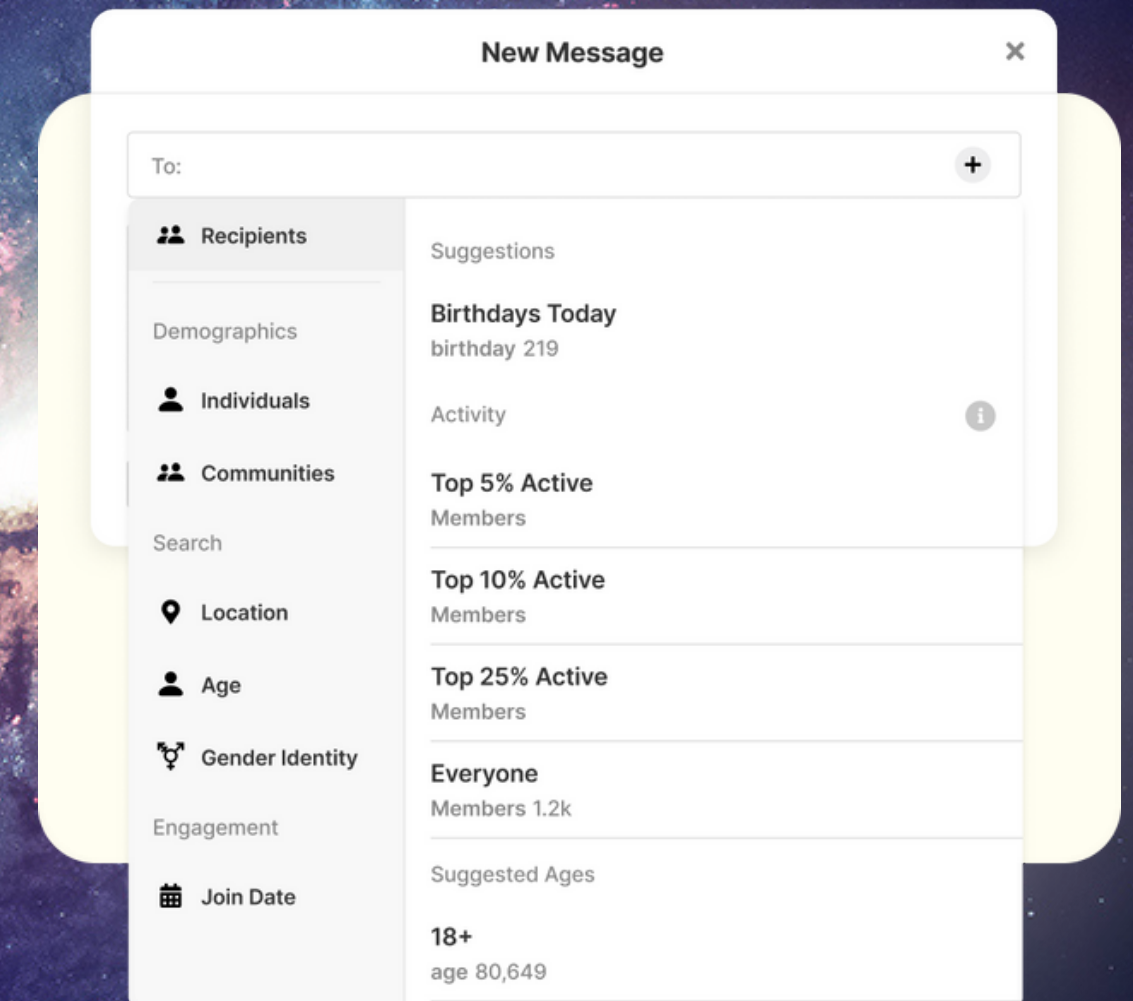




# TEXT SERVICE



- **EVERY TEXT GETS OPENED**
- **INFORM AGENTS**
  - **TRAININGS**
  - **PAST TRAININGS**
- **SEND LEAD COUPONS**
- **SEND TRAINING CALL INFO**
  - **2/10 SHOW UP NO TEXT**
  - **7/10 SHOW UP WITH A TEXT**



**ACTION PLAN: SEND 2-4 TEXTS PER WEEK**





# IMAGE CREATION

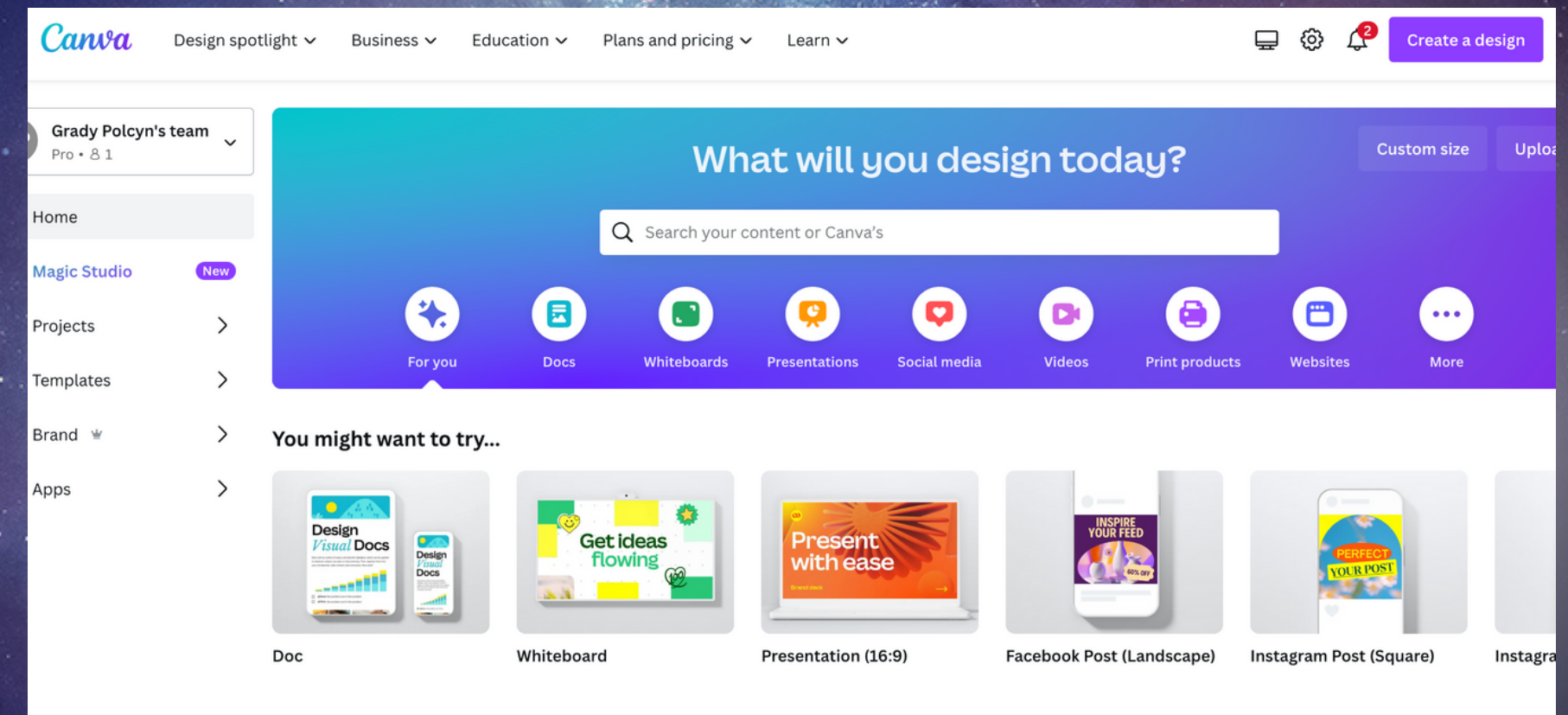
Canva

## CREATE MARKETING IMAGES

- USE THEIR TEMPLATES

## WHAT TO MAKE?

- FIRST SALE
- BIG SALE
- FIRST IUL
- FIRST ANNUITY
- WEEKEND WARRIORS
- SUBMIT LEADERBOARD
- IP LEADERBOARD
- UPCOMING EVENTS
- CONTESTS



**ACTION PLAN: CREATE 2-4 IMAGES A WEEK**





# WHERE TO POST





# BRANDING



Instagram



facebook

## PERSONAL BRAND

- SHARE YOUR WINS
- SHARE YOUR SUCCESSES
- CREATE CURIOSITY

**GOAL: DRIVE TO YOUR  
RECRUITING PAGE**

## BUSINESS BRAND

- SHARE TEAM WINS
- SHARE OTHERS WINS
- CREATE CURIOSITY

**GOAL: DRIVE TO YOUR  
RECRUITING PAGE**

**ACTION PLAN: POST 2-4 TIMES A WEEK**



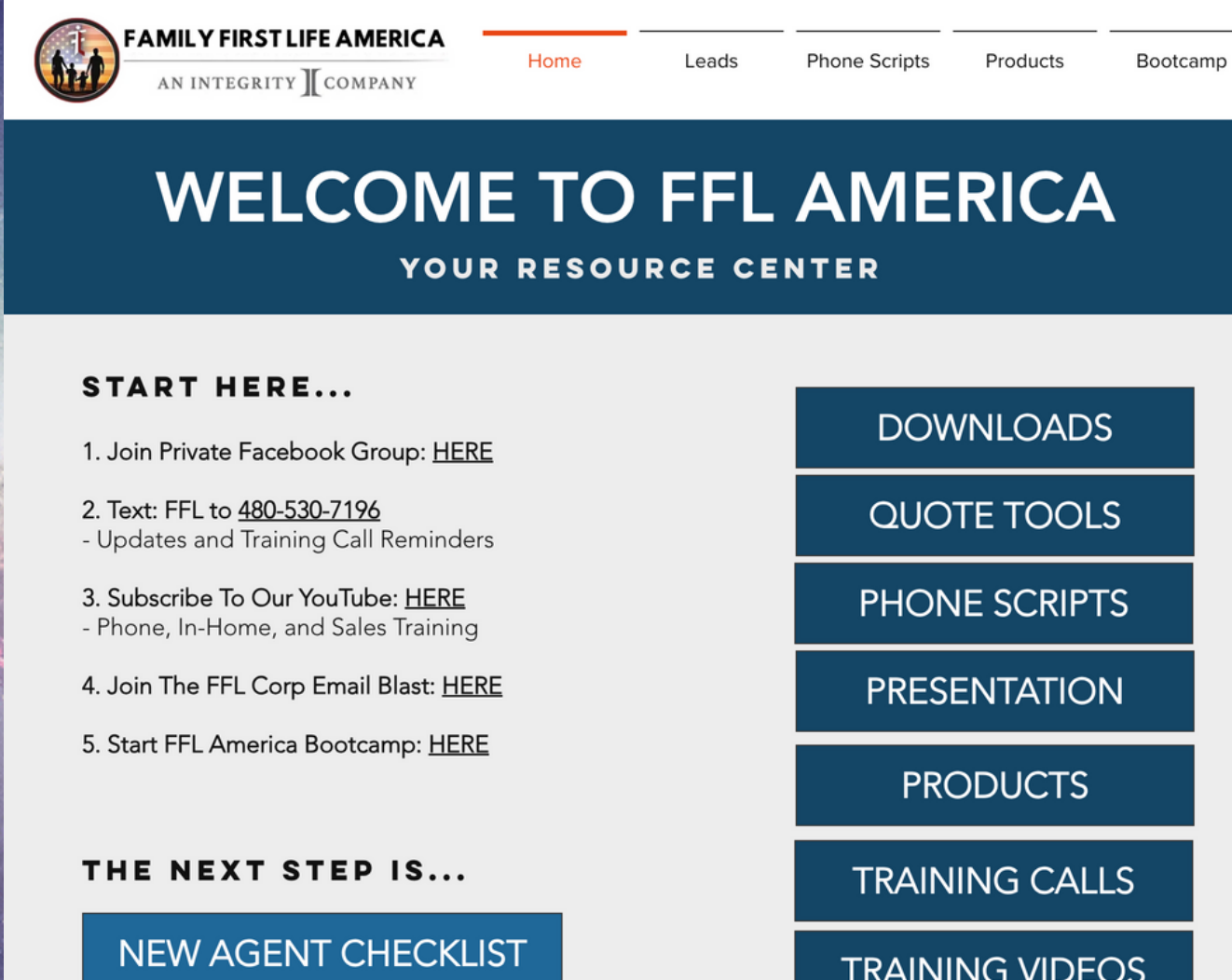


# TEAM WEBSITE

WIX.com

## MAKE A TEAM HUB:

- DRIVES YOUR AGENTS BACK TO RESOURCES
- CARRIER INFO
- QUOTING TOOLS
- BEST TRAININGS
- BEST RESOURCES



**FAMILY FIRST LIFE AMERICA**  
AN INTEGRITY COMPANY

Home Leads Phone Scripts Products Bootcamp

## WELCOME TO FFL AMERICA

YOUR RESOURCE CENTER

**START HERE...**

1. Join Private Facebook Group: [HERE](#)
2. Text: FFL to [480-530-7196](#)  
- Updates and Training Call Reminders
3. Subscribe To Our YouTube: [HERE](#)  
- Phone, In-Home, and Sales Training
4. Join The FFL Corp Email Blast: [HERE](#)
5. Start FFL America Bootcamp: [HERE](#)

**THE NEXT STEP IS...**

[NEW AGENT CHECKLIST](#)

[DOWNLOADS](#)

[QUOTE TOOLS](#)

[PHONE SCRIPTS](#)

[PRESENTATION](#)

[PRODUCTS](#)

[TRAINING CALLS](#)

[TRAINING VIDEOS](#)

**ACTION PLAN: JUST START**





# YOU CAN DO THIS

**“You Don’t Have to Be Great to Start,  
But You Have To Start if You Ever Want to Be Great.”  
-Zig Ziglar**

**SCAN THE QR CODE FOR THIS POWERPOINT  
LINK: [FFLAMERICA.COM/2024](https://fflamerica.com/2024)**

