



90-DAY GAME PLAN



SENIOR LIFE
— INSURANCE COMPANY —

A GUIDE TO SUCCESS

The 90-Day Game Plan |

Your Key to Building a Successful
Business in Final Expense

Dear Valued Senior Life Representative,

I am truly excited that you are going to be participating in the 90-Day Game Plan. This is going to be an excellent way for you to focus in on your goals and come up with a clear plan for making sure you achieve them. When I first started in this business at 18 years old, I was given very little information on how I should go about running my business. I was dropped off on a street corner at 9AM and told to sell. Imagine how much easier it would have been if someone would have given me a tool like the 90-Day Game Plan to help get me started!

When my father and I started this company, we knew that our number one goal was going to be making your job as easy as possible. We started out as agents, and to this day we are still at the very heart of things, final expense agents just like you.

This 90-Day Game Plan will help you create a solid foundation for your business by allowing you to stay organized and hold yourself accountable to the plans you have put into writing. We don't keep our recipe for success a secret. In this booklet you will find it clearly laid out for you to follow.

Dedicate yourself to our simple system. What we share with you in our playbook is the same program that has taken several people from rags to riches over the course of their career. Expect some peaks and valleys as you progress, but never give up. I have faith in your talent and your determination and look forward to celebrating your results with you at the end of these next 90 days.



Dale R. Powell Jr.

Ron Powell, President
Senior Life Insurance Company

Today is Day 1.
GET FOCUSED.
GET PREPARED.
GO TO WORK!

90-DAY GAME PLAN

What is the 90-Day Game Plan?

The 90-Day Game Plan is a tool for individuals who want to be successful in the final expense market. This program offers you an opportunity to plan your performance goals for the next quarter and track your progress along the way. We have a very simple recipe for success that we want to share with you. It is our goal for you to enjoy the same levels of success that our co-founders have. So, prepare to get organized, commit to your goals, and enjoy the rewards of your hard work.

How Does It Work?

Step 1: Set weekly goals

Step 2: Work our proven system to reach your goals

Step 3: Communicate with your upline to make sure you achieve your goals

SUCCESS CHART

Written Goals	43% Accomplished Goal
Written Goals Action Commitments	64% Accomplished Goal
Written Goals Action Commitments Weekly Progress	76% Accomplished Goal



Setting Yourself Up For Success

Overall, we want you to push yourself to achieve goals you didn't think possible. It is time to step outside your comfort zone and set goals worthy of your talent. We believe that you can enjoy the financial freedom you've always dreamed of, and if you follow our system, we know that you will.

Table Source: www.dominican.edu/dominicannews/dominican-research-cited-in-forbes-article

YOUR BUSINESS MADE SIMPLE

Time Is Marching On

No matter who you are, time is something that you cannot create more of. At the end of the day we each have the same 24 hours to make the best of. Are you making the best of your 24 hours? With our industry-leading mobile apps, you can make sure that you do.



DOWNLOAD:

www.leadstheaway.net/download

REGISTER FOR THE APP USING YOUR AGENT NUMBER

1. We run TV commercials nationwide.
2. A customer sees the commercial and calls for more info.
3. A notification is sent instantly to your phone with the caller's address and distance from your location.
4. Upon purchase, the lead information pops up on your screen. You can click to call the customer or use your phone's navigation to lead you to their address.
5. Sell over the phone or in the field, the Leads the Way App automates everything for you.

AVAILABLE FOR
APPLE & ANDROID



You Are In Control
Of Your Business

SLICE

PRESENT AND QUALIFY

Qualify the client by gathering their personal information, medical history, prescriptions, and

PICK A PRODUCT

Once the client's information is collected, eligible products will be displayed in the app.

VERIFY ACCURACY

A simple, error-free process anyone can complete.

SIGN OR RECORD

The customer can sign instantly in the home or through a voice signature over the phone.

SUBMIT. APPROVED. PAID.

All in the same day.

Download the SLICE app today



seniorlifeagents.srlife.info/SLICE/download.htm

OUR PROVEN SYSTEM

This business is simple. There are two ways you can increase your income. A: Personal production and B: Building a team. When you focus on these two things and build relationships with your people, there is no way to fail.

1. Success is a mindset. So, get ready to win!
2. Work 20 leads EVERY week (minimum)
3. Knock on your first door/ make your first call at 9AM
4. Make 15 presentations EVERY week (minimum)
5. Have a goal to spend time recruiting people who want an opportunity, and fit you.

I am committing to (circle one):

FIELD SALES

TELESALES

for the 90-Day Game Plan.

That's all there is to it!

How Do I Fit That Into My Weekly Schedule?

Apply consistency to this proven system week in and week out.

Monday-Wednesday: Focus on personal production. Knock on doors/make calls and work as many leads as you can. Work 9AM-7PM.

Thursday: Help an agent, or if you need help, schedule time to learn more tricks of the trade from someone on your team.

Friday-Saturday: Recruit new talent. This opportunity can change people's lives! There are people all around you who could benefit from hearing about the life-changing opportunity at Senior Life. There is no experience required so spread the good news and hire good people.

Sunday: Rest and get ready for the week ahead. Make sure you have your goals set and your new set of leads in your portal.

Monday: If you're building, take your lowest producing agent for a ride along, or let them sit in on phone calls. Developing the talent that you already have is just as important as discovering new talent. If you are not someone's upline, be sure to ask for help as often as you need it.

Our system is PROVEN, so put the pressure on the system and follow through every single week.

LEADS ARE THE SECRET

Leads are the lifeblood of every successful agent. They are the investment that you make in yourself and your business each week. Leads put you in a position to maximize your time by spending it with people who are already interested in our products. This business is simple. The more leads you buy the more money you will make.

We offer a steady stream of TV, Direct Mail, and Yellow Page leads. Thousands of interested customers call us every week asking for our help. All you have to do is decide how many people you want to help each week.

4 LEAD TYPES



DIGITAL



DIRECT MAIL



TV



SPANISH

Our President Ron Powell says it best:

“Leads don’t cost me a penny, they make me money.”

A Numbers Game

If you consistently buy 20 leads each week, you can expect to write about the same amount of business each week. Imagine if you worked 40, or 60 leads each week? You could double or triple the business you are writing. Your job is simple. Go see or call the people that asked you to be there, help the individual, make the sale, and get paid!

More leads = More income. So work as many as you can each week.



Don't forget to use our Leads the Way App
to simplify your business and reach more people.

LEGACY ASSURANCE: THE DIFFERENCE MAKER

What is Legacy Assurance?

Legacy Assurance is a membership company designed to help families at the worst time of their lives: the loss of a loved one. The Legacy Assurance Wish Team steps in and deals directly with the funeral home to make sure the family gets exactly what they want and is not taken advantage of by the funeral director. Legacy Assurance can also provide the casket, urn, marker, or granite monument if the family chooses which can lead to saving even more money. In closing, the Legacy Wish Team's desire is to help the family every step along the way at this difficult time and save the family as much money as possible which typically is in the thousands of dollars.

What Does A Membership Get Your Policyholder Access To?

Members can choose from a catalog with a variety of 18-gauge steel caskets, vaults, monuments, and urns at significantly discounted prices. Once they become a member, the price of their merchandise is locked-in for life.

- 18-Gauge Steel Caskets: \$1,500
- Urns: \$99
- Fiberglass Vaults with 100-year warranty: \$750
- Monuments: \$700-\$1,500
- **Increase your persistency by 10%**
- **Close more sales**
- **Get more referrals**
- **Protect your customers**



Living Benefits

Real-time exams with medical providers online, by app, or by phone through our Telehealth benefit provided through MeMD 24/7/365.

Discount of 15% off on all products on: www.pedors.com

Annual hearing exam at no cost through NationsHearing, and save thousands off the cost of hearing aids.

*Legacy Assurance, LLC, is a funeral merchandise company, not a funeral home, that provides value added benefits to those who opt into a membership. Legacy Assurance is a separate company from Senior Life Insurance Company.

THREE THINGS YOU NEED TO SUCCEED

The following simple steps, if mastered and followed correctly, can make you a multi-millionaire in the Final Expense business with Senior Life Insurance Company.

Step 1 | Become Successful Selling the Product

We believe in leading from the front. That's why the very first step is to become successful selling the product yourself. When you recruit new agents, you need to show them the way. Having a track record of success in selling with Senior Life Insurance Company gives you the confidence you need to lead others.



Step 2 | Become a Walking Billboard

When you're successful, your confidence is up and you want to spread the word to others. Those around you will want you to teach them how you did it. Many people are looking for the right opportunity and you will stand out as an example of how to create your own successful business. The key is to get them to connect and plug into exactly what you are doing. Most people you meet will want to know your secret to success. Word of mouth will be a strong form of recruiting for you, so make sure to share your success with everyone you meet.



Step 3 | 10-10-10 Plan

You have to have a simple system that is duplicatable. We have a simple concept, a simple process, and a simple model. This allows for clear direction for you to follow and pass on to new team members. Get everyone on your team involved and pulling together in the same direction. One team, one mission.

BUILD A TEAM

Now that you're ready to build a team, it's time to focus on the 10-10-10 Plan. 10-10-10 stands for 10 hours/day, \$10,000 per month in annualized premium minimum, and 10 people doing the exact same thing. This concept, although simple, will help you focus on growing and expanding your business. The more simplistic the plan, the easier it is to duplicate. 10-10-10... you can do that.

10-10-10 PLAN

10 HOURS/DAY

\$10,000/MONTH IN AP MINIMUM

10 PEOPLE DOING THE EXACT SAME THING

**YOUR INCOME SKYROCKETS WHEN
YOU SPEND TIME BUILDING.
LOOK FOR YOURSELF!**

\$100,000 AP + 20% Override=\$240,000

\$250,000 AP + 15% Override=\$450,000

\$500,000 AP + 10% Override=\$600,000

*This does not include first-year commissions on personal production or renewals

WIN FOREVER

The Process

The process is our system. The key is to consistently plug in and follow it. It's what you decide to do each day, each week, and each month that drives your success. It's a process of making choices to commit to the goals you set for yourself. Stay focused on your vision and what it is going to take to make that vision a reality.

Believe

You have to believe to achieve. If you're doing something and you're not 100% confident, you are leaving room for failure. Those who have faith in themselves, what they are doing, and the effort they are giving, will have far more success than those who are doing the same thing with less positivity

Discipline

Where people struggle the most is having the discipline to execute their action plan every day. Discipline is about making yourself do what is right, on time, every time, and eliminating the distractions that could tempt you to veer from your action plan. Are you going to be driven by your feelings or by the goals you set for yourself? Make the decision every day to let your goals drive your choices.

Adversity

Adversity is a fact of life. It's how you view and overcome adversity that defines you. In most cases, when things are going smoothly, and you finally seem to have some momentum, adversity will show up to test how truly committed you are. Just remember, when you endure, there is always something great waiting for you on the other side.

Your "why" or what motivates you, is a key part of your success. Take a minute to consider your reason for pursuing this opportunity, then write it down:

By signing below, you are stating that you are All-In and committed to giving this 90-Day Game Plan everything you've got.

Agent Signature _____ Date _____

GOALS & ACCOUNTABILITY

WEEK ONE

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK TWO

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK THREE

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK FOUR

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK FIVE

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK SIX

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK SEVEN

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK EIGHT

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK NINE

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK TEN

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK ELEVEN

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK TWELVE

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

WEEK THIRTEEN

GOALS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED

MONDAY

TUESDAY

WEDNESDAY

Start Time			
Doors Knocked			
Presentations Made			
Individual Production			
End Time			

THURSDAY

What agent did you help?
How many presentations were made?
How much AP was written?

FRIDAY & SATURDAY

Start Time
Recruits talked to
Recruits hired
End Time

Did you work 10 hours/day?

☐ Y ☐ N

Did you make 15 presentations this week?

☐ Y ☐ N

Did you hit your goals? (If not, why? Remember no excuses)

☐ Y ☐ N

RESULTS

PERSONAL PRODUCTION	NUMBER OF LEADS WORKED	TEAM PRODUCTION	NUMBER OF LEADS WORKED	RECRUITS	RECRUITS HIRED



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SENIOR LIFE
— INSURANCE COMPANY —

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