

IH Insurance Apprentice Fellowship

Simple Application Process

Real Work for Paid Stipend

Employer Visibility

One on One Coaching

AINS Designation

● Tracks:

- Triage Apprentice
- Sales Apprentice
- Marketing Apprentice



Shared Supports (all tracks):

Eagan Office Hours (weekly access for blockers/escalations)

AINS Study Group (Day-1 start; accountability + application to live tasks)

Group Coaching (peer practice, retros, and playbooks)

Pathway: Try
(60 days) → Earn
(6 months, renewable) → Grow
(FT hire)

Why it works: Real work + real support = real progress (for candidates and employers).

Three-Tier Pathway to Insurance Career

IH Apprenticeships offer a low-risk, results-first pathway that lets motivated talent prove ability on real insurance work while employers see verified performance before hiring. The program follows **Try** → **Earn** → **Grow** pathway.

Tier	Title	Duration	Pay	Work Commit	Credential	Coaching & Portfolio
Try	Apprentice (Grant-funded)	60 days (renewable)	\$250/week stipend	~15 hrs/week	AINS study starts Day-1	Weekly coaching; tasks logged to portfolio
Earn	Insurance Intern (1099)	6 months (renewable)	\$500/week + performance pay	Per contract	Continued AINS units	Individual coaching; portfolio shared w/ employers
Grow	Full-Time Hire	Ongoing	\$50K+ typical starting salary	Full-time	AINS required or reimbursed	Alumni support; mentor next cohort

Notes: Stipends are earned by completing revenue-generating work that helps fund coaching, credentialing, and oversight.

Program Flow (all tracks)

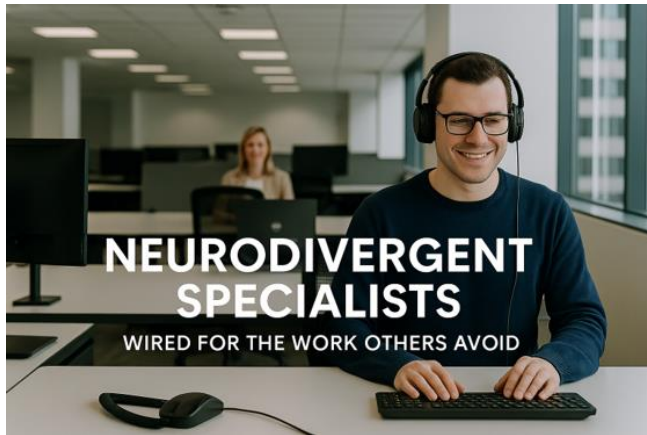
1. **Test the Work (Try)**
Attend an IH Event → complete a task-based assessment → start the 60-day apprenticeship with stipend, live tasks, and AINS learning.
2. **Earn Your Place (Earn)**
Advance to contractor status → deliver for real clients → performance-based comp → grow portfolio and insurance knowledge
3. **Grow the Team (Grow)**
Convert to salaried employment with IH partners → mentor new apprentices → stay active in the NeuroSure community.

Fellowships: 3 Roles for 2026

1) Triage Apprentice (CXIS -- MVP)

Role intent: High-friction, entry-accessible workflows that deliver immediate business value and test aptitude quickly.

Typical tasks: claims intake/pre-processing, underwriting file setup, admin QA for quote/bind accuracy, policy comparisons/data validation.



Success metrics

- Task throughput & cycle time
- First-pass accuracy / rework rate
- SLA adherence; documented SOP compliance
- Portfolio completeness (before/after examples, peer review notes)

Sample tool stack

Carrier portals, policy admin systems, spreadsheets, PDF compare tools, QC checklists.

Graduation signal (to Earn tier)

Consistently meets daily volume/accuracy targets over 3 consecutive weeks; applies AINS concepts correctly in triage notes and weekly coaching.

2) Sales Apprentice (Insurtech Farm Team)



Role intent

Turn raw activity into **auditable pipeline progress** with clear next steps and ownership. Use content marketing tools and SPEAR essentials to **attract paid attendees** for the [IH Fall Leadership Forum](#) and generate qualified demand for [NeuroSure services](#) and the [IH Insurance Foundations Certification](#).

Example Try-tier tasks (≈15 hrs/week)

- **Develop and Employ Ideal Customer Profile to Build Territory:** Employ SPEAR Playbooks to build territory and personal prospecting tools
- **Event funnel execution:** Triage inbound from invites/webinars; apply a SPEAR mini-qual checklist; route to CRM with required fields and a next step.
- **Pre-call research briefs:** Surface triggers (talent gaps, compliance exposures, ops pain) to **establish buying vision** for Forum tickets or NeuroSure/Certification consults.
- **Discovery notes (SPEAR template):** Problem, evidence, stakeholders, timeline/compelling event, risks—logged to CRM for every live conversation.
- **Sequenced outreach mapped to SPEAR stages** (research → engage → discovery → validation) using approved first- and second-touch messaging for Forum tickets and NeuroSure/Certification consults.
- **Offer & business-case one-pagers:** Simple pricing, expected outcomes, and the next step to **create partnership and exclude competition** early.
- **Calendar logistics & hygiene:** Holds, agendas, and same-day post-meeting actions.

Success metrics

- **Paid Forum registrations sourced** (gross) and **net attended**; meeting/call **show rate**.
- **SPEAR stage conversion** (research→engage→discovery→validation) and **time-to-next-step**.
- **Qualified meetings set (QMS)** and **kept (KMS)** for NeuroSure/Certification consults.
- **Pipeline hygiene**: Owner, next step, close date realistic; mandatory fields complete.
- **List health**: Valid contact rate and dedupe score.
- Business-case/offer one-pagers produced and accepted by producers.

Sample tool stack

CRM (HubSpot/Salesforce), sequencing tool, LinkedIn/Sales Navigator, Zoom/Teams, calendar, **SPEAR templates** (research brief, discovery note, offer one-pager).

Performance pay (Earn tier)

Bonuses for **paid Forum registrations**, **kept qualified consults**, and opportunities advancing to **validation/MVP** or **proposal** milestones defined in SPEAR.

Graduation signal (to Grow)

Quarter-over-quarter consistency in **paid registrations** and **KMS**; stage conversion at or above cohort benchmark; producer satisfaction $\geq 4.5/5$ on briefs and hand-offs; can run a first call using the **SPEAR discovery guide** with $\geq 80\%$ checklist adherence.

3) Marketing Apprentice (Insurtech Farm Team)



Role intent: Create and maintain repeatable **demand generation** and **content operations** that directly support Sales and brand credibility—small, shippable increments.

Example Try-tier tasks (scoped to 20 hrs/week)

- **Content ops:** convert webinar/panel audio into briefs, quotes, and 2–3 LinkedIn post drafts (editor-approved).
- **Event funnel support:** build registration lists, reminder schedules, and **post-event follow-ups** mapped to CRM campaigns.
- **Collateral triage:** keep the “one-pager” library up to date (swap dates, logos, CTAs; version control).
- **Website update queue:** file and track small edits (copy blocks, CTAs, resource links) via change log.
- **Analytics basics:** weekly traffic snapshot and 3-line insight (what changed, likely why, recommended tweak).

Success metrics

- Content cadence (drafts/week) and Editor acceptance rate
- Campaign compliance (UTMs present, source/medium correct, CRM attribution matches)
- Post-event follow-up completion within 48 hours; MQLs generated
- Website change SLA met; zero broken links; asset version accuracy

Sample tool stack

Google Workspace, CMS (basic editing), Canva/Adobe Express, webinar platform, CRM campaigns, UTM builder, LinkedIn scheduler, analytics dashboard.

Performance pay (Earn tier)

Bonus per campaign that generates **MQLs** meeting a defined threshold, or per asset that directly supports a **kept qualified meeting**.

Graduation signal (to Grow)

Sustained content velocity with measurable lift in engagement/MQLs; sales feedback $\geq 4.5/5$ that marketing handoffs improved close-plan momentum.

Governance & Supports (applies to All Roles)

- **CEO One on One:** 30 minutes/week with the program owner to help you understand if you want an insurance career
- **CEO Office Hours:** Weekly, bookable blocks for blockers, scoping, and escalation. Outcomes captured to each apprentice’s portfolio.
- **AINS Study Group:** Cohort-based pacing; apply each unit to track-specific tasks (e.g., policy terms tied to sales discovery; claims concepts tied to marketing briefs).

- **Group Coaching:** Role-specific playbooks, live drills (e.g., pipeline triage, content teardown, QC audits), and retros with action items.
- **Mock Interview Job Fairs:** IH sponsored events where employers can employ proven approaches to skills-based assessment and hiring



Employer Value

- **Low-risk, task-based evaluation** before hiring; reduced ramp/attrition.
- **Operational leverage** across three pressure points: back-office accuracy (Triage), top-of-funnel throughput (Sales), and campaign/content velocity (Marketing).
- **AINS-tracked progress** signals commitment and baseline knowledge.

Next Steps

- **Employers:** Choose a track (or all three) for a 60-day Try cohort; we'll scope tasks, set SLAs, and start delivering.
- **Candidates:** Apply to the track that fits your strengths; earn while you learn with coaching from Day-1.