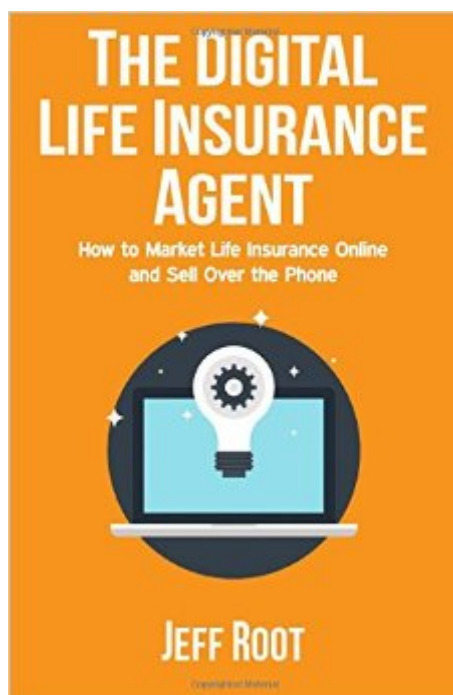


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# The Digital Life Insurance Agent: How To Market Life Insurance Online And Sell Over The Phone



## Synopsis

In the history of selling life insurance, the most exciting, profitable time to be doing it is right now. The advances in technology and the shifts in consumer behavior and psychology have redefined what it means to build a successful, long-term life insurance business. The Digital Life Insurance Agent is the essential guide for life insurance agents of all skill levels to transition into the digital age. This book outlines the steps new agents need to take in order to get their business up and running, and will also help experienced agents who want to transition their business online. The Digital Life Insurance Agent provides a roadmap to building a predictable lead flow using online prospecting techniques, training on how to sell over the phone and basic training to get newer agents set up. If agents have the desire to change and the discipline to make it happen, the end result of executing the strategies outlined in this book will leave agents with a marketing machine that generates leads at all hours of the day, regardless of if the agent is sitting at the office, or on a beach!

## Book Information

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## Customer Reviews

I learned more in this book than I have since entering this business 3 years ago. Throughout the book, I had several "aha" moments that clicked and will have an immediate impact on my business. Especially valuable for me was the chapter on phone sales and finding your target market and ways to get in front of them. So many gems in this book and I'll be referring to it often. After reading this book I'm convinced I need to get serious about my online efforts as this is where the industry is headed.

The methods outlined in this book are exactly what I've used to generate over 500 leads per month from my website. I highly recommend you pick up this book written by someone who is actively using the same techniques taught in this book in his own life insurance business. It's time to join the digital revolution and this guide will outline the steps needed to get there.

Wow what a wonderful book. Jeff is the real deal. This book is simple, and it makes so much sense. Honestly, the concept of online marketing could not be more confusing. There are tons of articles and books about generating traffic online. However, all of that content is vague and confusing at best. I've never seen a more well laid out and clear blueprint than this. He could easily repackage this book and sell it as "SEO Made Easy". Great job Jeff, and thanks for sharing this with the world. Truthfully, the content in this book (which is the product of years of effort) is worth tens of thousands of dollars.

Jeff is the authority of all things life insurance. I have learned more from Jeff and his SellTermLife.com community than all other General Agents combined (that I have worked with). This book is an easy to follow outline of how to find customers and sell life insurance online. If you are just getting into online life insurance sales, this book will cut years off your learning curve. If you are experienced in online life sales, you will pick-up some great nuggets of actionable wisdom. I highly recommend this book and Jeff's community.

Awesome resource! I haven't received this much value from anyone in our industry until now - not when I started as a captive agent and not even from my current IMO as an independent agent. I picked up a tremendous amount of valuable information from the "selling over the phone" chapter. Much of the sales advice also translates to in-person life insurance sales. I'll admit, some of the digital marketing strategies are a bit over my head. I understand more now about how it works and I realize after reading this book that this is the future of prospecting that I need to grasp. Really thankful that this book exists.

There is no such thing as a secret sauce to success, but this might be the next closest thing for the life insurance agent. There is no better, more in-depth, step-by-step and fully blatant guide than this. "The Digital Life Insurance Agent" is by far the most comprehensive guide I've ever seen for an agent, new or seasoned. This book uncovers every single nuance of the business and truly proves the change we've all been seeing over the years: the transition of an age old door-to-door agent to

one who works where they want, when they want, and achieves even greater success. No stone is left unturned, and every chapter is an absolute gold mine of information to help you push every aspect of your business online, and to succeed wildly in doing so. There is no substitute for digital marketing, and the time is now. This book gives you the keys, the blueprint, and more.

This is a must read for any life insurance agent out there who wants to grow their business. I've been following Jeff Root for over a year now. I listen to his podcasts and I am a member of Sellterm.life.com. I have to say that Jeff has helped my business immensely since I started implementing his strategies. In his book *The Digital Life Insurance Agent*, Jeff gives invaluable guidance on how to create an online presence and thrive. I just finished reading the book. Although I have implemented many of the strategies Jeff has outlined in the book, the book has shown me that I could be doing a lot more. This book will take your business to the next level.

This is a great book for anyone interested in building an online life insurance agency. I met Jeff a few years ago and have been using him and the Sell Term Life community as a resource ever since. The entire book is great, the real meat is towards the end in part 3 (chapters 7-10) where it details the specific steps to take in order to actually begin generating business online. Now to put some of these new ideas to work!

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