

## **HOW TO MAKE \$**

- Commissions are based off of “ALP”
- “ALP” stands for Annualized Life Premium (Their monthly premium X 12 months = ALP)
- Average sale size is \$84 a month (\$1,008 ALP)
- New agents get 50% commission. (\$1,000 ALP = \$500 Friday paycheck)
- Average close ratio is 1/3.
- If you present to 6 people you should sell 2.
- 2 sales on average = \$2,000 ALP
- \$2,000 ALP = \$1,000 FRIDAY PAYCHECK
- SIMPLY PUT, if you read the script verbatim to 6 people a week... you will make \$1,000 for the week.

## **HOW TO MAKE \$200K+ AS AN MGA WITHOUT PERSONAL SALES**

- To become an MGA you need to Develop someone into a GA OR have 10 personal recruits.
- As an MGA you make about 40% of whatever your agents make (If your agent writes \$2,000 ALP and makes \$1,000 income for the week... you as the MGA get 40% bonus from their paycheck... meaning you make \$400 from the agent writing \$2,000 ALP)
- So if you have 10 agents all writing \$2,000 ALP a week. You make \$400 off each one of the 10... that is \$4,000 a week income from your teams sales.
- So to make \$4k a week you need a team of 10 agents all writing 2,000 ALP. If you do that every week of the year you'll make \$208,000, without having to make a single sales call yourself.