

Word & Brown.<sup>®</sup>  
General Agency

*Service of Unequaled Excellence*



# THE BUSINESS PLAN

WORKBOOK

brought to you by  
Word & Brown General Agency

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The Word & Brown General Agency is committed to your success as a broker. This Business Plan Workbook is a tool for creating your formal business plan. Whether you just became a broker or have been in the industry for years, it's always a good idea to organize your business model by developing a clear and concise plan of action.

**This Workbook will help you:**

- Move ideas from your head to paper in an organized, clear, and convincing manner
- Keep your focus on key points
- Determine how Word & Brown General Agency's training and marketing tool box can help grow your business

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How did you come to choose your professional field?

Write down activities that give you immediate results. For example, do you have any group meetings set up, seminars/webinars, networking at church, referrals?

List any other ideas you may want to try in the future.

How much money do you need to make per month?

What is your close ratio?

How many people do you need to make appointments with to achieve your new client growth and revenue goals?

Define your focus/target market:

Who you will focus on:

What your focus will be:

Where you will focus your efforts:

List your main cities to focus on. Write down the unique lead opportunities that will enable you to be successful in these areas.

List your personal goals for this year. How do these goals relate to your business?

Describe your skills and strengths and how they will contribute to your success.

List areas of self-improvement you would like to accomplish. How will you go about making changes?  
Be as specific as possible.



Describe how you will generate leads to prospect to and share your value proposition.

#### Professional/Networking Relationships

List a minimum of five contacts who can serve as a lead source for you. These can be family, friends, neighbors, key centers of influence, city councils, church organizations, property and casualty (P&C) agents, etc.

- 1)
- 2)
- 3)
- 4)
- 5)

List how many leads you believe will come from your contacts above (totals per month).

How will you invest in your own company? How will you brand yourself as an individual and as a company?

How much time and money will you allocate to marketing yourself?

Have you prepared a sales forecast for 2018? What is it? (This would be either dollar volume or total apps.)

Determine budget – Co-op plus any out-of-pocket projected spending – (Looking for dollar amount to show total projected marketing budget regardless of where dollars are coming from.)

Write down some marketing ideas you will commit to and see through in the next three months. For example, cold calling, direct mail, email marketing, incentive referral program, and/or social media campaign.

Describe your strongest competition in your area and how you intend to challenge this person/company.



Prioritize what you consider your target audience based on what you have determined to be your target audience, such as self-employed, small businesses, etc. Try picking three and prioritize.

What is the best way to communicate with your target companies and contacts? Notate the ones you have tried, but also include those you want to target and rank the activities below by what you view as the most effective:

a. **Direct Marketing**

- i. Direct mail letters
- ii. Direct mail postcards
- iii. Fax
- iv. Email
- v. Newsletters

b. **Online Marketing**

- i. Use company website
- ii. Search Engine Optimization
- iii. Internet leads list
- iv. Newspaper websites

What services? \_\_\_\_\_

c. **Print Advertising**

- i. Magazines
- ii. Community newspapers
- iii. Trade journals
- iv. Business publications
- v. Yellow Pages
- vi. Newspaper Post-It-Notes
- vii. Newspaper inserts
- viii. Newspaper promotional advertising

Which publications? \_\_\_\_\_

d. **Electronic Media**

- i. Cable TV
- ii. Radio
- iii. Movie theater banners

e. **Other Media**

- i. Coupon books
- ii. Grocery carts

f. **Events**

- i. Tradeshows
- ii. Speaking engagements
- iii. Sports
- iv. Golf tournaments

g. **Social Media**

- i. LinkedIn
- ii. Facebook
- iii. Twitter
- iv. YouTube





Activity Month of _____	Where will my sales come from this month?	Where did my sales come from last month?
Cold Calling / Telemarketing		
Seminar Meetings		
Business Reply Cards		
Primary Care Physician (PCP) Offices / Pharmacy		
Client Referrals		
Network Relation Referrals		
Seminars, Church Functions, Family Gatherings, etc.		
Projected Sales I'll Write This Month		



## 1) Build your network of lead generators

- This should include working with existing clients, other licensed agents/brokers, friends, and family.

## 2) Cross-selling

- Each client should have 2-3 different lines of insurance products with you, which builds loyalty and helps with retention and referrals.

## 3) Network with Physicians

- Develop a mutually beneficial relationship and become their office resource for insurance information.

## 4) Host marketing and educational seminars

- Educate companies about their options, compliance, and other business-related tips. Don't forget: Word & Brown offers client-facing training.

## 5) Leads and marketing materials / campaigns available to committed agents

- Contact your sales rep today to learn more.

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