

Agent Business Commitment

"No amount of reading or memorizing will make you successful in life. It is the understanding and application of wise thought which counts."

~Bob Proctor

DIRECTIONS AND PURPOSE

This is your commitment to change and it should not be taken lightly. You may have not known what it would take to correctly and efficiently manage your business mindset in the past but moving forward you will and the responsibility then falls on you to take action.

This is your first next action step.

Success Tips:

- Keep this somewhere so that you can pull it out and makes changes as necessary
- Keep this somewhere so that you can remind yourself periodically
- Read your answers out loud with conviction and emotion

Agent Business Mindset Transformation

This first step is for you to identify your current business relationship and then identify the relationship you would **like** to have with your business and ***the money you want to make***. There are changes that need to be made that only YOU can make. They need to be realized and addressed & this is how your **BUSINESS** will get better.

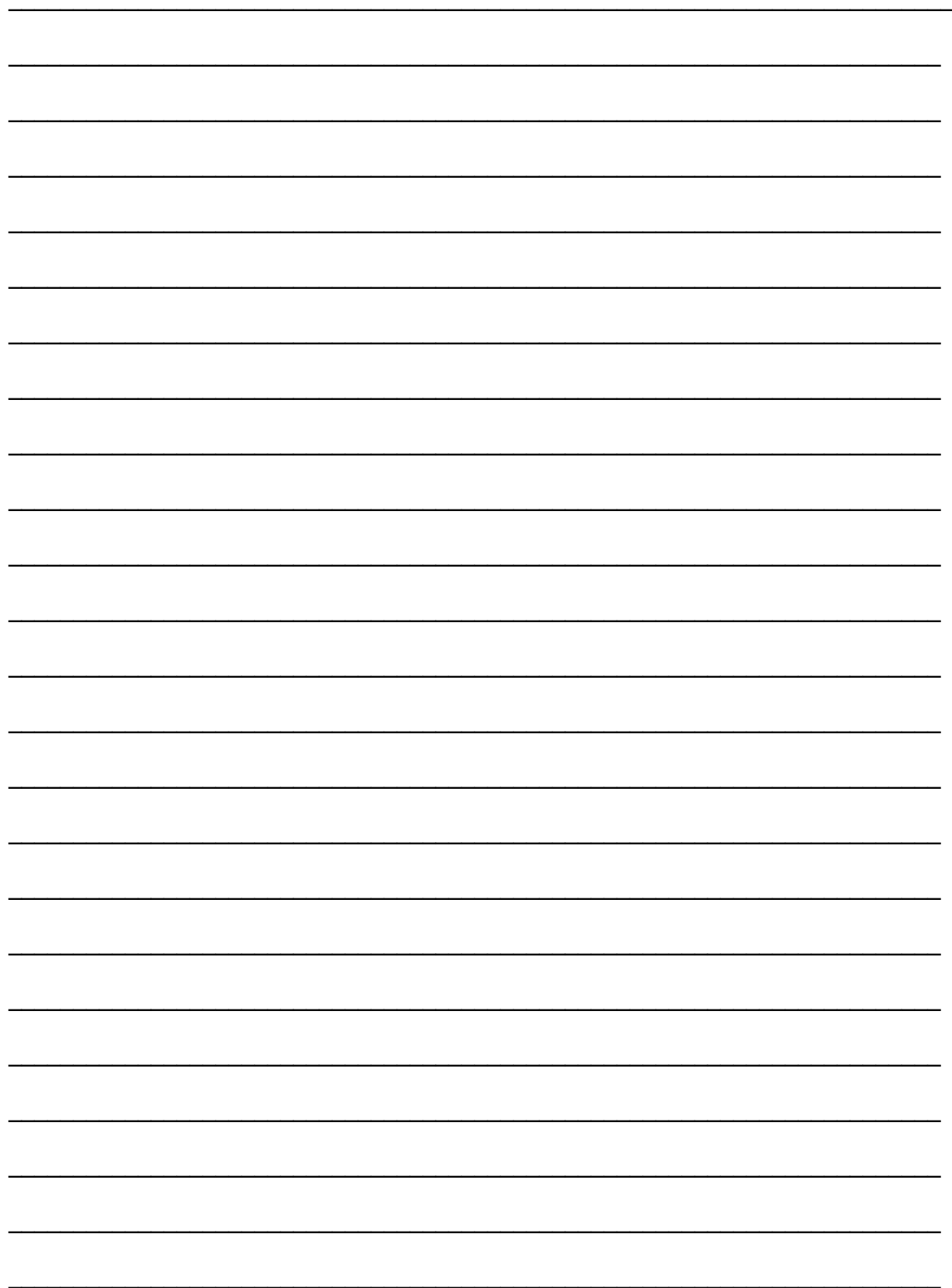
This commitment is for you if you have been in business for a while or if you have just started. Yes, you are a life insurance agent but you are a business owner first. The faster you understand this important concept the faster you will reach success.

I had a huge resentment with my business because I was promised it would set me free financially but it was only a time suck and drain at first. Then I learn how to shift my mindset and take control. That's when my income changed, my client's roster changed, and my money management changed as well. **I want this for you.**

You are about to write a promise letter to yourself to help you identify the habits, thoughts, feelings, and/or beliefs that are hurdles to your life insurance business success.

Here are some guiding questions to assist you along the way:

- What do you think you need to improve when it comes to your mindset about being an entrepreneur in order to reach your goals?
- What habits do you currently have that you already know are not going to get you closer to your business & financial goals?
- What will happen to other aspects of your life if your habits do not improve?
- What immediate improvement can you see happening in your bank account and in your emotions once you have a positive shift in revenue and business success that you seek?
- How can a healthy mindset surrounding your role as a business owner and what it means to be successful improve all other areas of your life?
- Who will notice this improvement in your business mindset the most?
- Who will this positive mindset shift affect the most?



Now let's assess how you feel as we prepare to move forward.

- Are you ready to accept responsibility for changing your financial situation by making the needed changes in your business?
- Do you believe that you can and will change the way you make business decisions?
- Can you identify at least one benefit you hope to gain by changing your choices as it pertains to what you are used to doing versus what has been proven to be successful?
- Do you think your business choices directly affect your money management behaviors?

- I will make informed business decisions, understanding the difference between wants and needs.
- I will be aware of the effects of advertising on the financial decisions I make in my personal life and in my business, and resolve not to be influenced by them.
- I will take care of my finances **today** by doing the work to shift my mindset surrounding my business and removing hurdles and barriers.
- I will take care of my finances **tomorrow** by continuing to work on my mindset and identifying self-sabotaging thoughts and behaviors and taking action.
- I will continue my personal education about business financial health, financial statements, business credit, and correct legal business formation so that lack of funding will not keep me from the success I seek while I grow my business.
- I will create a monthly plan of action so that I am intentional in my business activities.
- I will reflect back on the results of my activities so that can adjust as needed and head towards success.

- By good example, I will teach my children the importance of cash flow control and income diversification via entrepreneurship as a viable complement to employment if full-time entrepreneurship is not desired.
- If I am over-obligated, I will take the necessary steps to seek assistance from my insurance business support group for moral support.

Business: THE COMMITMENT

I _____ *[INSERT NAME]* AM MAKING THE COMMITMENT ON
_____ *[INSERT TODAY'S DATE]* TO CONTINUE TO TAKE BABY
STEPS TOWARDS THE FINANCIAL FUTURE I DESERVE , TO REMAIN
COMMITTED TO MY BUSINESS DESPITE ALL THAT GOES ON AROUND ME,
AND TO QUICKLY PUSH FORWARD EVEN WHEN I MAKE A MISTAKE AND FALL
OUTSIDE OF MY PLAN AND GOALS_____ .

SIGNATURE

DATE