



Your online Lead Consultant!

---

## **Business Planning and Establishing the Best Lead Type for You!**

Business Planning is the foundation for any solid business and agents should not overlook this aspect of their business. As you build your business plan, ask yourself a couple of the following questions:

- 1) What insurance products do I like to sell and what are my most competitive products?
  - Focus on the products that are an easier sale to the consumer
  - Determine the average commission for selling these products. Are commissions paid as earned or is it annualized?
  
- 2) What is my target market?
  - Determine the age range of the consumers who best fit your product mix
  - Find a demographic that you can relate too. Baby Boomers have an easier time selling to other Baby Boomers
  - Establish a geographical area you want to target. This could be an entire state, specific counties, or a mile radius. Then determine where your target consumer reside and focus on this area.

Answering these questions will help focus your business and help you determine what types of leads to purchase. LeadsToClose allows agents the flexibility to select leads based on age, geographic location, and lead type. Also, we do not charge extra for these filter settings.