

SOLIDITY INSURANCE GROUP

# FAST START RECRUITING GUIDE

PREPARED TO HELP YOU SCALE YOUR AGENCY FAST





# **FIRST THINGS FIRST**

## **1. CREATE YOUR SOCIAL MEDIA PLATFORMS**

- CREATE AN [INSTAGRAM](#)
- CREATE A [FACEBOOK](#)
- CREATE A [LINKEDIN](#)
- CREATE A [TIKTOK](#)

## **2. POST YOUR SOCIAL MEDIA PAGES/LINKS IN THE "SOCIAL-MEDIA-ENGAGEMENT" CHANNEL IN SLACK SO THE TEAM CAN FOLLOW YOU**

## **3. CREATE YOUR PERSONALIZED RECRUITING LINK**

- GO TO [WHATISSFFL.COM/REGISTER](https://www.whatissffl.com/register)
  - Your very own personalized recruiting link will be emailed to you.
  - Test the link to make sure it works.
  - You can share this link on social media and with anyone that is interested in learning more about the Agent opportunity.

## **4. BEGIN POSTING AT LEAST ONCE A WEEK ON ALL 4 SOCIAL MEDIA PLATFORMS AND POSTING 1-3 STORIES EACH DAY ON FACEBOOK AND INSTAGRAM**

## **5. ADD THE LINK(S) TO YOUR SOCIAL MEDIA POST(S) IN THE "SOCIAL-MEDIA-ENGAGEMENT" CHANNEL IN SLACK SO THE TEAM CAN INTERACT WITH YOUR POSTS**

## **6. FOLLOW OTHER AGENTS ON THE TEAM AND INTERACT (LIKE/COMMENT) ON THEIR POSTS (YOU CAN FIND THIS INFORMATION IN THE "SOCIAL-MEDIA-ENGAGEMENT" CHANNEL OF SLACK)**



# VIDEO FILMING FROM HOME OR WORK

## SETTING YOUR SCENE

You can use a video camera, smartphone or a laptop. Here are a few steps to ensure you're capturing clean, clear footage.

### BACKGROUND

- Make yourself the subject and the main focus of the frame
- Don't use overly busy backgrounds
- Avoid casting shadows behind you
- Don't sit too close to the wall, leave plenty of space to create depth

### LIGHTING

- Use daylight, facing the window
- No bright lights behind your head
- Avoid overhead lights

### FRAMING

- Record vertical on a smartphone
- Rest camera on flat surface on vertical line
- Position at eye level
- Leave room on the top of your head from the frame
- Sitting off center can add visual interest

## RECORDING YOUR VIDEO

### CAPTURING FOOTAGE

- When using smartphone, use back camera, rather than "selfie" mode
- Avoid handheld shots
- Use tripod or stack of books
- Always do a test shot
- Wait three seconds after you hit record to begin speaking
- Speak slowly and clearly, You're doing great!

### CAPTURING AUDIO

- Set up in a quiet room, in an empty space
- Ask others to remain silent while filming
- When filming on a smartphone, hit Do Not Disturb
- Turn off anything that can contribute to background noise
- If you hear it, the audience will



## **OTHER TIPS AND RESOURCES**

- Make sure appearance is neat and tidy
- Avoid busy patterns
- Start your sentence over and rephrase as necessary, better to have too much footage than not enough
- Try to record in 3 minute increments
- If something feels unnatural, try again
- Powder or oil-blotting sheets are useful for shine
- Don't use zoom function on smartphone

## **PACKAGE 1**

- Your Cell Phone! Click this link to film high quality with your iPhone <https://www.youtube.com/watch?v=3rLdQWDjg2A>
- [Simple Microphone that Plugs into Your Computer](#)
- Use Audacity to record the audio in <https://www.youtube.com/watch?v=yzJ2VyYkmaA>

## **PACKAGE 2**

- [Compact Digital Camera Vlogger Creator Kit](#)
- [Microphone for Podcast Recording](#)
- Use Audacity to record the audio in <https://www.youtube.com/watch?v=yzJ2VyYkmaA>

## **SAVING TO GOOGLE DRIVE**

You can upload, view, share, and edit files with Google Drive. Types of files you can upload are documents, images, audio, and video. Be sure to name your files as the topic.

### **IPHONE AND IPAD**

1. Open Google Drive app
2. Tap Add +
3. Tap Upload
4. Find and tap files you want to upload

### **COMPUTER**

1. Go to [drive.google.com](https://drive.google.com)
2. At the top left, click New > File Upload or Folder Upload
3. Choose the file you want to upload
4. You may also drag files into folder

### **ANDROID**

1. Open Google Drive app
2. Tap Add +
3. Tap Upload
4. Find and tap the files you want to upload
5. View uploaded files in My Drive until you move them



# CREATE YOUR PERFECT AVATAR

## WHAT IS AN AVATAR?

Your avatar is a personified representation of the ideal Agent that you want to be in business with. This is important because you have to know who you're recruiting and what drives them to: Find them, Connect with them, Market to them and Serve them. Creating a perfect Agent avatar will help you get down to their emotional and psychological motivators. You want to market to their deepest values, beliefs, fears and desires. Ultimately, your ability to relate to your ideal market will be the biggest factor in how you communicate with your target prospects and will determine if they want to be in business with you.

## STEP 1: IDENTIFY YOUR RECRUIT

These questions will help you identify some common traits that your ideal recruits share. They are general in nature.

The answers to these questions should typically apply to anyone who might be a recruit for your solution(s) regardless of age, sex, marital status, etc.

- What are their biggest sources of pain?
- What are their biggest fears?
- What common challenges do they face?
- What are their biggest desires?
- What information are they already consuming?

## STEP 2: MAKE IT PERSONAL

In Step 1 your goal was to identify the most common problems, pains, fears and challenges your ideal recruit might be facing. Now you want to find your perfect recruit.

- What is their average age?
- What is their gender?
- What career field do they work in?
- What is their average income range?
- What is their marital status?
- Do they have children?
- What hobbies do they have?
- What other interests do they have?
- What skills do they bring to the table?



### **STEP 3: CONNECT WITH YOUR IDEAL RECRUITS**

Now that you know who you ideally want to be in business with. Start targeting these individuals on social media.

Create a LinkedIn, Instagram, Facebook and TikTok if you have not already and begin following and reaching out to your ideal recruits.

You can find ideal recruits by searching specific company names, hobbies, occupations and hashtags. You will want to follow, connect, add these individuals (depending on the social media platform).

- Max out your connection requests on linkedin each week (They renew on Sundays)
- Send a minimum of 100 LinkedIn messages per week
- Follow and interact with 10 new people each week on Instagram
- Post at least 1 organic post a week (a photo or video) on Facebook, Tiktok, LinkedIn and Instagram

### **STEP 4: SOCIAL MEDIA OUTREACH**

#### **SOCIAL MEDIA RECRUITING MESSENGER FORMULA:**

1. Say Hello
2. Compliment Them
3. Ask Questions
4. Find Pain Point or Need
5. Offer Solution
6. Follow Up
7. Have Phone and/or Zoom Conversation

You can be more direct on LinkedIn than on Instagram.

LinkedIn:

- Connect with the potential recruit
- Send a direct message.

Instagram:

- Watch/Like the potential recruits stories
- Like 3-5 of their previous posts
- Follow potential recruit
- Continue to interact with their stories/post for a few days
- Send a message or respond to one of their story posts



# MESSAGE TEMPLATES TO SEND TO A POTENTIAL RECRUIT

## TEMPLATES FOR POTENTIAL RECRUITS:

Hey, I see that you're working at \_\_\_\_\_. Are you loving it?

Hey, I see that you're in the \_\_\_ industry. I think you could possibly be a good fit for our Agency. Are you open to learning about other opportunities if the money is rite?

Hey! I hope all is well. The Agency that I work with is recruiting in your area and you look like you may be a good fit. If there were a way to double your income without doubling your hours would you be open to hearing about it?

Hey! I hope all is well. The Agency that I work with is recruiting in your area and you look like you may be a good fit. Are you open to other opportunities if the money is rite?

Hey! I hope all is well. The Agency that I work with is recruiting in your area and you look like you may be a good fit. Would you be open to reviewing the information if I send it to you? You're able to make an extra \$3-\$5K a month working part time.

Hey NAME! I hope all is well. The Agency that I work with is recruiting in your area and you look like you'd be really good at what I do. Are you open to other opportunities part time if the money is rite?

## TEMPLATES FOR SALES REPRESENTATIVES:

Hey, I see that you're with \_\_\_\_\_. Are you crushing it?

Hey, I see that you're in the \_\_\_ industry. Are you crushing it?

Hey \_\_\_\_\_ I came across your page on (IG or LinkedIn depending on what platform you are sending a message) It looks like you're crushing it in \_\_\_(Industry name).

I'm looking for a couple good sales people that have some extra time and want to make some extra money. We have more leads then sales reps right now, so more time selling then prospecting. We have hundreds of agents making multi six figures and I can help with support and systems. Let me know if you're open to chat.

Hey \_\_\_\_\_ looks like you're crushing it in the \_\_\_ industry! Love to see it!

Hey \_\_\_\_\_, I have an Agency with the largest IMO in the insurance industry. We have hundreds of agents making multi six figures and I'm looking for business partners with your experience. Our Top leaders come from all different backgrounds. Are you keeping your options open?



## **TEMPLATES FOR AGENTS IN THE LIFE INSURANCE AGENCY/INSURANCE INDUSTRY**

Hey \_\_\_\_\_, love to see your success in the industry!

Hey \_\_\_\_, Looks like you're crushing it! I am looking to partner with a couple leaders in the industry that want to level up this year. Every established leader that has joined us has added a multiple to their income. Let me know if you're open to chat or if you want me to plug you in with one of them first.

Hi \_\_\_\_, My agency is partnered with Mutual of Omaha, Aetna, TransAmerica, AIG, John Hancock and we are the #1 distributor with all of them. Big thing we have clients asking for help, so time is spent helping people with financial needs. Looking for a couple people wanting to do something part time or full time to make more income this year and help families. Lmk if you're open to chat.

Hi \_\_\_\_, I'm looking to partner with young & driven sales people and help them make multiple six-figure incomes. It appears that you have a great skill set, which is why from first impression I believe you could be a great fit for our Agency. Are you open to other sales opportunities?

Hi \_\_\_\_, I love your page - it looks like you're crushing it! I've had a few realtors reach out regarding adding some extra lines of income since the market has been volatile the past few months. With the success I've been seeing from the realtors we've been working with I wanted to reach out & see if you're keeping your options open?

Hi \_\_\_\_, I help mentor accomplished sales reps like yourself to start making multiple six figures a year in the financial services industry. After reviewing your page, I feel like you could possibly be a good fit for our Agency. Are you open to taking a look at other opportunities?

Hey, I see that you're with \_\_\_\_\_. Are you crushing it?

Hi \_\_\_\_\_, I see you're also in the insurance industry. How are things going where you're at?

Hi \_\_\_\_\_, I see you're also in the insurance industry. It looks like you're crushing it! Love to see it! How long have you been working with \_\_\_\_\_COMPANY NAME?

Hi \_\_\_\_\_, I see you're also in the insurance industry. It never hurts to make another friend in the industry. How are things going where you're at?





# WARM MARKET RECRUITING

People that you know or know of and can reach out to via phone/text or through social media messenger.

## 3 TYPES OF PEOPLE IN YOUR WARM MARKET

1. Peers
2. People that respect you/look up to you
3. People that you respect/look up to

Depending on the relationship you have with the individual you reach out to your warm market differently.

### TYPE 1: PEERS

1. Send a picture with a client or a photo of a commission statement - I sat with this family and made \$\$\$\$ in an hour selling them life insurance they asked for. Why are you not doing this with me?
2. Hey, I know you know I've been doing insurance. I know you used to kill it back in the day. There may be an opportunity for you to do some phone sales from home. If I send you some information about the company would you review it? Worse case scenario maybe you can send me some contacts you used to have.
3. Hey, I was going through my contacts. Saw your name. Long time no talk, how have you been? Reconnect- friends first and then in a week share the opportunity.
4. Hey, if I knew a way for you to make some extra money part time. Would you be open to learning about it if the money was right?
5. If there were an opportunity for you to earn extra income part time outside of what you are doing now would you be open to it?
6. Hey \_\_, the company I work with is recruiting in CITY. Are you open to making extra income in addition to what you're doing working part time, if the money was rite?
7. Hey, My company is expanding out there in CITY. We're looking for remote agents. If the money was rite and you could start part time would you be open to learning more?
8. Do you speak Spanish? You may or may not be interested in this but do you keep your options open part time? My company is recruiting in the CITY/AREA t and we need Spanish speakers. Are you open to doing something part time if the money was rite?



## **TYPE 2: PEOPLE THAT RESPECT/LOOK UP TO YOU**

1. Hey, I found a way for both of us to make money. I would feel guilty if i didn't tell you about it. Watch this company overview video and I will follow up with you. (send overview video)
2. Hey, I know you know I am working in the insurance industry. I think you'd be really good at what I do. You can work part time and remotely. If I send you some information will you review it and let me know what you think?

## **TYPE 3: PEOPLE THAT YOU RESPECT/LOOK UP TO**

1. Hey, I didn't want to reach out to you because I didn't want you to think I was trying to sell you on something. I really respect you and your opinion. If i sent you something would you be willing to watch it and give me your HONEST feedback? (Send overview video)
2. You know I've been doing life insurance for a while - we should network together.
3. Hey, I know you may not be interested but you may know some people that are. The company that I am work with is looking for independent contractors to service clients who are responding to our marketing efforts regarding life insurance and annuities. Agents can work part time and don't have to have experience. If I send you some information will you look it over and let me know what you think?
4. Hey, I didn't want to reach out to you because I didn't want you to think I was trying to sell you on something. The company I work with is recruiting in your area. If I sent you some information would you be willing to watch it and give me your HONEST feedback? Even if you're not interested personally you may be able to point me in the direction of people that would be. (Send overview video)

## **CONCLUSION**

- \*Texting is the easiest way to start warm market recruiting - eventually you want to get them on the phone after watching the overview video.
- \*All you're trying to do is start the conversation with the rite people and expose them to the opportunity.
- \*If it's not for somebody that you shared the information with - it means it's not for them as of rite now. Your goal is to raise awareness and educate your warm market about the opportunity with FFL.
- \*You can't say the wrong thing to the right person.
- \*The only wrong way is not to say anything at all.
- \*Share the opportunity with anyone and everyone that you'd want to work with or that may know good people that would want to join the industry.



# **RECRUITING BOOT CAMP**

Register & Complete the FFL Recruiting Boot Camp!

GO TO: [FFLRECRUITINGBOOTCAMP.COM](http://FFLRECRUITINGBOOTCAMP.COM)