

THE NEW SYSTEM OF GROWTH

Insurance Agents Playbook



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The New System of Growth

Introduction

Let's be honest.

You didn't become an insurance agent to chase your friends and family. You didn't sign up to cold-message strangers on Facebook. And you definitely didn't dream of spending nights stuffing envelopes, begging people to show up to hotel meetings, or living paycheck to paycheck on broken promises from an outdated system.

You were promised freedom.

But what you got was frustration.

- Burnout from trying to be everywhere at once
- Confusion over how to actually get qualified lead
- Embarrassment from trying to pitch people who didn't want to be pitched
- Sleepless nights wondering if this business will ever really work for you

Sound familiar?

You're not alone. The truth is, most insurance agents and network marketers are still stuck in a system that hasn't evolved since the 1990s. But the world has changed—and if your business model hasn't, it's already dying.

This book is your wake-up call—and your way out.

The New System of Growth

Inside, you'll discover the New System of Growth: a smarter, scalable, and fully-duplicable business model designed for modern agents who are done playing small. A system that uses online marketing, automation, and digital duplication to attract the right clients and build high-performance teams—without the hustle, burnout, or guesswork.

You don't need to be tech-savvy. You don't need a huge team. And you don't need to sacrifice your life to succeed.

What you do need is a system that works, and the courage to leave the old way behind.

If you're ready to finally build a business that feels good, grows fast, and gives you your time back—welcome to the revolution.

Welcome to the New System of Growth.

The New System of Growth

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Chapter 1: The Death of the Old MLM Model



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Why the Traditional Approach Is Broken

There was a time when handwritten lists, living-room presentations, and early-morning hotel meetings felt revolutionary. That era is over. The traditional multi-level marketing (MLM) playbook—built on face-to-face persuasion and relentless personal outreach—has collided head-on with a digital world that no longer plays by 1990's rules.

The shrinking warm market.

Your first assignment in the old model was to "make a list of everyone you know." But social feeds have already saturated friends and family with pitches, causing fatigue and suspicion. Today, the average person receives hundreds of marketing impressions before lunch; another "business opportunity" text from a cousin barely registers.

Cold calls vs. call-blocking culture.

Smartphones empowered prospects to see who's calling and decide—instantly—whether they want to engage. Robocalls taught them to distrust unknown numbers, and federal do-not-call lists created steep penalties for the persistent. What once took a handful of calls now requires hundreds for the same results.

Geography no longer limits competition.

Your neighbor can join a distributor five states away without leaving their couch. As product lines and compensation plans blur together online, prospects compare offers in real time. The barrier to entry has never been lower—and the race to the bottom on price and hype has never been faster.

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The credibility crisis.

Documented income disclosure statements reveal that the vast majority of representatives earn less than minimum wage. Viral “anti-MLM” communities showcase horror stories of inventory debt, predatory recruiting, and friendships ruined. Every new invite now has to overcome that narrative before the conversation starts.

Time and energy imbalance.

Traditional MLM demands hours of grinding activity with unpredictable payoff: driving across town for a no-show, hosting three-way calls that drag late into the night, or prepping for parties where guests leave empty-handed. Burnout, not breakthrough, is the norm—and attrition becomes the inevitable outcome.

Compliance headwinds.

Regulators have tightened rules around income claims and product testimonials. A slip in language on social media can put an entire organization under scrutiny. Legacy scripts—designed for living-room privacy—no longer pass public-platform compliance checks.

Stagnant duplication.

The romantic promise of “build it once and get paid forever” unravels when downlines need constant hand-holding to repeat manual tasks. Without a plug-and-play system, growth plateaus the moment a leader steps away.

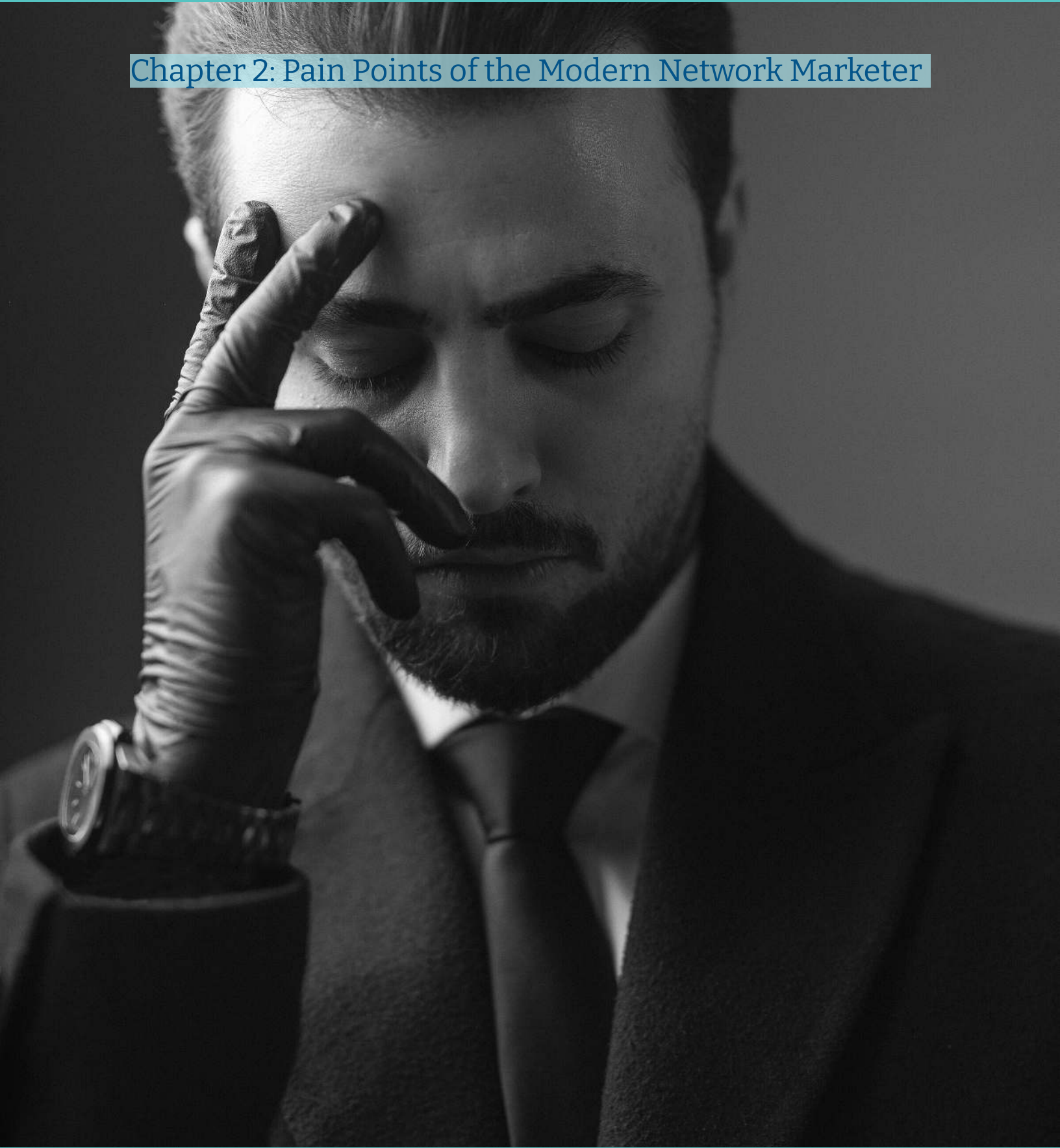
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The digital expectation shift.

Consumers demand instant answers, frictionless buying, and proof of value before they part with an email address—let alone a credit-card number. Swipe-culture rewards the brand that educates first and sells second; outdated scripts do the reverse. The verdict is clear: what once worked now repels, frustrates, or violates modern expectations. But every disruption hides an opportunity. The same technology that dismantled yesterday's tactics has paved the way for a data-driven, automated, and infinitely scalable approach. In the pages ahead you'll discover The New System of Growth—a model that attracts qualified prospects, automates follow-up, and empowers teams to duplicate without constant supervision. First, let's zoom in on the pain points today's network marketers feel every day.

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Chapter 2: Pain Points of the Modern Network Marketer



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Every day, network marketers and insurance agents face the same uphill battle. You can feel the pressure: you were promised freedom, but what you got was frustration. Instead of a business that works for you, you've built a job that's always on call. Let's talk about the real issues no one wants to admit—and the real reasons most people quit.

No-shows and tire-kickers.

You hype up meetings. You follow up. You even rehearse the script. Then the prospect flakes or worse—attends but never had any real interest. The constant chasing feels humiliating and exhausting.

Time vs. reward imbalance.

You put in hours—calls, texts, social media posts, coffee shop meetups—and you're left with pennies. You've sacrificed weekends, missed family events, and drained your energy chasing an income that doesn't match the effort.

Information overload.

You've watched every video, joined every training call, and tried every script—but you're still confused. You're overwhelmed by advice and underwhelmed by results. You need clarity, not more content.

Lack of mentorship and real systems.

Maybe your upline means well, but they're just as lost. What you need is leadership, structure, and a system that doesn't rely on charisma or 100-hour weeks. You need a strategy that actually works.

If any of these hit home, you're not alone. In fact, you're exactly who this book was written for. In the next chapter, we're going to narrow in on why insurance agents, in particular, need a better way—and how they can finally get it.

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Chapter 3: Why Insurance Agents Need a Better System



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Insurance agents have one of the most critical and potentially lucrative professions in the world. But let's face it—most never reach their true earning potential. Not because they're not skilled. Not because they're not working hard. But because the system they're working in is flawed.

The unique challenges of insurance sales.

Unlike other products, insurance is intangible. It requires explanation, trust, and timing. Selling insurance is more than a transaction—it's a relationship, a vision, and often, a long-term commitment. That requires a different level of engagement, which old MLM tactics just can't support. Add to that the competition from every corner—captive agents, independent brokers, online platforms—and it becomes clear that success in insurance takes more than hustle. It takes precision.

Licensing hurdles and attrition.

Getting licensed isn't easy—and keeping people motivated through that process is even harder. You may recruit ten people and only two will make it through licensing. Of those, one might sell a policy, and none may stay. This cycle of excitement followed by discouragement is emotionally and financially draining.

Retention and replication issues.

You can teach someone how to sell, but without systems in place, that knowledge doesn't duplicate. New agents often struggle because they're thrown into the deep end with outdated tools, poor onboarding, and no guidance on how to actually run a business. If they survive, it's by luck or obsession—not because the system was designed to help them win.

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Building a sustainable income stream.

The dream is passive income—residual commissions that build over time. But what most agents get is a grind: new policies each month just to break even. True leverage comes from building a team that performs even when you're not watching. And that only happens when your business model can scale without your constant effort.

The old system can't solve these problems—but the New System of Growth can. It's time to leave the chaos behind and step into a system built for 2025 and beyond: digital, duplicable, and designed for freedom.

Next, let's uncover what this new system actually looks like—and why it's the future of network marketing.

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Chapter 4: Introduction to the New System of Growth



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We've talked about what's broken. Now let's talk about what works.

The New System of Growth is not a theory—it's a proven model designed to take the pressure off your shoulders and put your business on autopilot. This chapter introduces the three essential pillars of the system: **Attract**, **Automate**, **Duplicate**. Master these, and you'll no longer feel like you're chasing people—you'll feel like the right people are chasing you.

A digital-first strategy.

The marketplace is online. Your prospects are scrolling, searching, and researching before they buy anything—including opportunities. The New System positions you as the authority in your niche, so that when someone is ready, you are the one they find.

Attract.

Instead of pitching and persuading, you lead with value. You offer helpful content, free training, or tools that solve a problem. This positions you as a solution provider—not a salesperson. Your funnel begins the relationship with curiosity, not pressure.

Automate.

Once interest is captured, automation takes over. Email sequences, SMS, appointment scheduling, and onboarding videos all run without your constant involvement. Your prospects are nurtured consistently, whether you're working or resting.

Duplicate.

The same systems that grow your business also empower your team. No more reinventing the wheel. When a new person joins your team, they plug into the same automated ecosystem that brought them in—and start duplicating success from day one.

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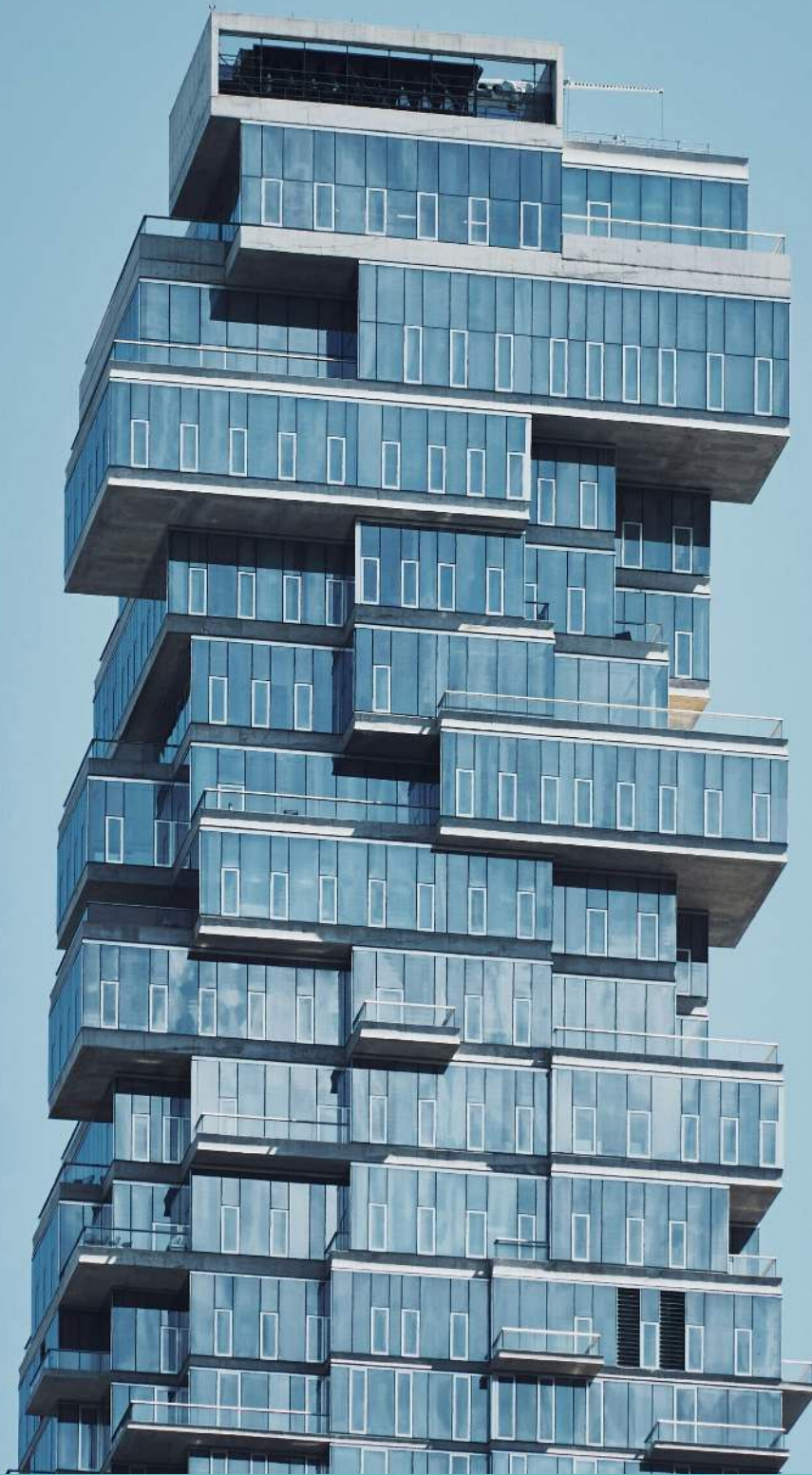
The mission: time freedom and growth.

True success isn't just about income—it's about leverage. This system is designed to give you back your time, expand your reach, and build a business that grows even when you're not watching it. It's the opposite of the hustle trap—it's the architecture of freedom.

In the next chapter, we'll start with the foundation of it all—personal branding—and why it's the key to building trust and attracting the right people online.

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Chapter 5: The Foundation — Personal Branding



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Let's get one thing straight: people don't join companies—they join people. In the New System of Growth, your **personal brand** is your most powerful recruiting and marketing tool. It's what attracts prospects, builds trust, and sets you apart in a crowded digital space. If you skip this step, every other system you build will fall flat.

Why people join YOU, not just a company.

Think about it—how many opportunities look the same on paper? Same products, same compensation plan, same perks. What makes someone choose you over someone else? It's who you are, how you show up, and the confidence people feel when they engage with your message. Your story, your voice, and your values are your brand.

Building credibility in the digital space.

Trust is the new currency. If someone doesn't trust you, they won't follow you—let alone buy or join. But here's the good news: you don't need to be famous. You just need to be authentic and consistent. Share your journey. Show your work ethic. Post content that helps others solve problems or see what's possible. Credibility comes when people see you adding value—not just making noise.

Using social media the right way.

Social media isn't about selling—it's about storytelling. It's your stage to educate, inspire, and connect. Instead of blasting your link or begging people to “DM you for info,” use platforms like Instagram, Facebook, YouTube, or LinkedIn to:

- Share testimonials and success stories
- Give behind-the-scenes looks at your business
- Educate your audience on common problems and solutions
- Show your lifestyle and values through relatable content

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The key is consistency and clarity.

You want people to know exactly who you are, what you do, and how you can help them—within the first few seconds of seeing your profile.

This chapter isn't about becoming an influencer. It's about becoming influential. When you control the narrative, you control the audience. And when the right audience finds you, duplication becomes effortless.

In the next chapter, we'll explore how to turn your personal brand into a powerful client-attracting engine using a sales funnel that works while you sleep.

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Chapter 6: The Funnel Framework



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Imagine waking up to new leads in your inbox, booked calls on your calendar, and follow-up emails already sent—without lifting a finger that morning. That's the power of a well-built sales funnel, and it's at the heart of the New System of Growth.

What is a sales funnel?

A funnel is a guided journey that turns cold prospects into loyal team members or clients. It's a structured process—online—that helps people:

- Discover you
- Learn from you
- Trust you
- Buy from you or join your team

Rather than relying on hope and hype, a funnel builds relationships automatically. From the first point of contact to the moment they take action, your funnel handles the heavy lifting.

The power of a lead magnet.

A lead magnet is the bait that brings your ideal audience into your funnel. It might be a free guide, a short training video, or a downloadable checklist—something valuable that solves a specific problem. In exchange, the prospect gives you their contact information. This simple exchange is what opens the door. But it's what happens next that matters most.

Capturing and nurturing leads automatically.

Once a prospect enters your funnel, automation takes over. Emails are sent. Texts are triggered. Content is delivered. It feels personal, but it's happening on autopilot.

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This means you're building trust and educating your leads—without repeating yourself a hundred times. Every person who enters your funnel gets the same high-quality experience, regardless of whether it's 2 PM or 2 AM.

With this framework, you're no longer tied to manual outreach. You have a 24/7 recruiter working for you—your funnel.

In the next chapter, we'll take it a step further and explore how to use automation to create total freedom and consistency in your business.

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Chapter 7: Automation Is Freedom



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Freedom doesn't come from working harder—it comes from building smarter. Automation is the silent partner in your business that works 24/7, never gets tired, never forgets, and never needs motivation. In this chapter, we explore how you can leverage automation to create consistency, free up your time, and scale faster.

Email sequences that close for you.

When someone opts into your funnel, your follow-up should be automatic. Pre-written email sequences educate, nurture, and convert your leads without you ever having to repeat yourself. You control the narrative, walk your prospect through the buying journey, and build trust—all on autopilot.

Your emails can:

- Share your story and values
- Explain your offer in detail
- Deliver social proof and testimonials
- Encourage them to take the next step (book a call, join a webinar, etc.)

Chatbots and workflows.

AI chatbots and workflow automation tools can answer common questions, guide prospects to resources, and even schedule appointments for you. Whether it's on your website, Facebook page, or SMS campaign, these tools provide real-time responses that feel personal—but scale infinitely.

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Imagine a chatbot that:

- Welcomes a new visitor to your site
- Offers them a free training
- Asks them qualifying questions
- Routes them to the right page or books them directly on your calendar

All of this happens while you're living your life.

How to automate onboarding.

Once someone joins your team, the last thing you want is to manually explain the process over and over again. With an automated onboarding system, every new team member receives the same high-level training experience, instantly.

An onboarding sequence might include:

- Welcome video and instructions
- Access to training modules and resources
- Links to your team's communication channels
- A guided path to getting licensed, if applicable

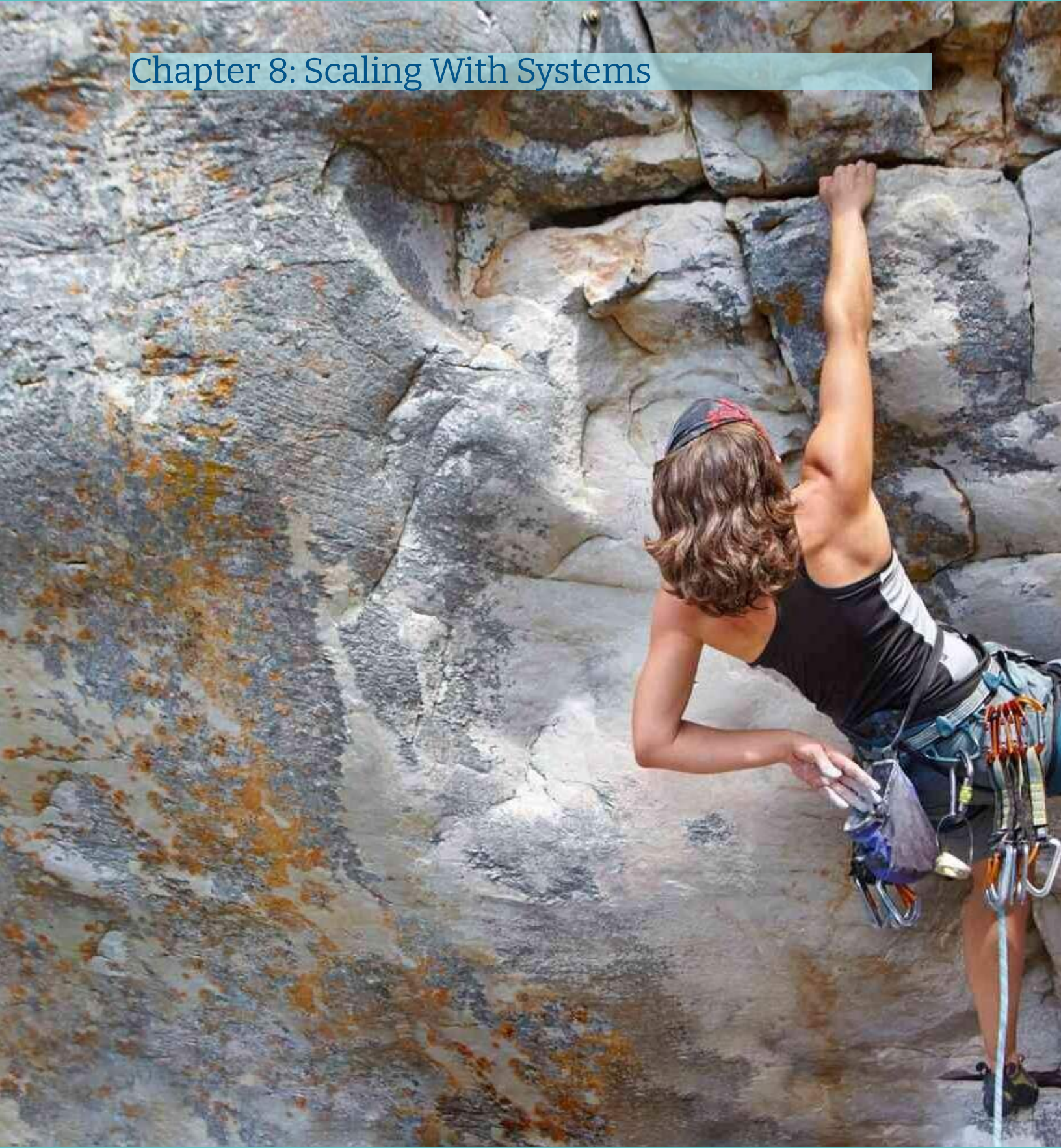
When onboarding is automated, new reps get started faster, ask fewer questions, and begin producing sooner. It also makes your team more attractive to new recruits—because duplication becomes frictionless.

With automation in place, your business becomes an actual system, not just a hustle. It's how you reclaim your time, reduce your stress, and scale your impact.

In the next chapter, we'll show you how to scale with systems—so you're not just automating tasks, but building a machine that grows with or without you.

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Chapter 8: Scaling With Systems



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Building a business that lasts means building a business that can run without you. This is the difference between being a top recruiter and being a true business owner. In the New System of Growth, scaling isn't about doing more—it's about building systems that do more for you.

Creating duplicable tools for your team.

The fastest way to grow a team is by equipping them with tools that make their jobs easier—and make them look professional from day one. Think of scripts, presentation templates, onboarding guides, FAQ documents, and pre-recorded trainings. If one tool helps you save five hours a week, imagine what it can do for a team of 20.

Training modules that don't require you.

Leaders who are always training never have time to lead. Your time should be spent developing relationships and creating vision—not repeating basic instructions. That's why training modules are a must. Recorded videos, automated courses, and interactive guides can walk a new team member through everything they need to know, without you being there.

This means every new person gets the same training, in the same order, with the same language—and that kind of consistency leads to faster results and fewer mistakes.

Scaling your business without burning out.

You started this journey for freedom, not another 60-hour job. But scaling the wrong way leads to burnout fast. That's why systems must carry the weight—not your shoulders. When tools, automations, and content are doing the teaching, selling, and onboarding for you, your energy is protected—and your business still grows.

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You're not just building a team. You're building an infrastructure. One that empowers people to perform without your constant presence.

In the next chapter, we'll dive into the magnetism of content—how to attract the right people using videos, posts, and messaging that speaks directly to your ideal prospect's pain points.

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Chapter 9: Leveraging Content to Attract Prospects



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If personal branding is the foundation, content is the magnet. Content is how your brand speaks when you're not in the room. It builds trust, demonstrates expertise, and draws in your ideal prospects without a single cold call. The right content doesn't just educate—it attracts.

Educational content that builds trust.

People don't buy products—they buy solutions. And they trust people who consistently help them solve problems. By creating content that educates your audience, you position yourself as a trusted advisor rather than a pushy salesperson.

Whether it's a blog post, a live Q&A, a step-by-step tutorial, or a “myth-busting” video—you want every piece of content to answer a question, solve a problem, or inspire action. The more value you give away for free, the more qualified leads you'll attract organically.

Short-form video, webinars, and email marketing. We live in a video-first world. Reels, TikToks, YouTube Shorts, and live videos are among the most powerful tools in your digital toolbox. They're personal, engaging, and scalable.

- Short-form video builds trust quickly and works well for visibility.
- Webinars are perfect for long-form selling and explaining complex ideas.
- Email marketing keeps your audience engaged and educated over time.

Each format serves a purpose.

Together, they create a full-cycle journey from interest to conversion—without you having to repeat yourself.

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Establishing yourself as an expert.

Being seen as the “go-to” person in your niche is a game changer. It means people come to you instead of the other way around. And the way you become that person is by showing up consistently with helpful, relevant, and inspiring content.

Don't worry about being perfect—worry about being real.

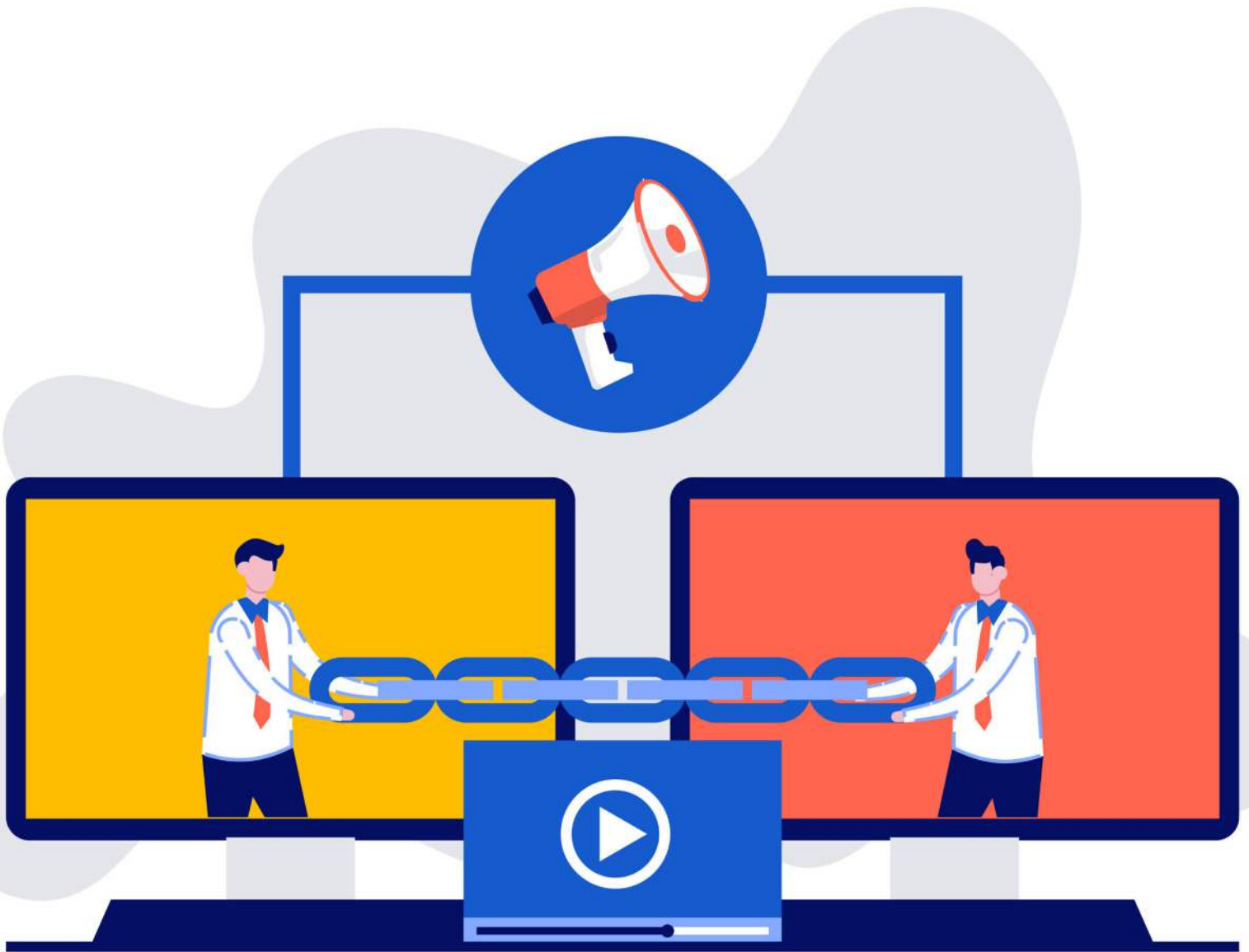
Authenticity wins online. Show your process, share your results, and speak directly to the challenges your prospects are facing.

When your content educates, entertains, and inspires—it attracts. And when it attracts the right people, your entire business becomes easier to grow.

Next, we'll look at how to get that content in front of more eyes—by combining organic reach with smart, strategic paid advertising.

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Chapter 10: Paid Ads vs Organic Reach



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So you've built the brand, the funnel, and the systems—but how do you actually get people to see it? Visibility is everything. In today's crowded online space, knowing when to invest in paid ads and when to rely on organic strategies can make or break your growth.

When and how to use paid ads.

Paid advertising is the fastest way to scale your exposure. With platforms like Facebook, Instagram, Google, and YouTube, you can place your message directly in front of the people who are already searching for solutions like yours.

The key is targeting. Paid ads allow you to:

- Reach people based on interests, behaviors, and demographics
- Test different messages and offers quickly
- Scale what's working with precision

But here's the catch—paid ads without a strategy will burn your money fast. That's why your funnel, message, and brand must be solid before you start spending.

Organic strategies that convert.

Organic content may take longer to grow, but it builds deeper trust. Your posts, videos, and engagement naturally attract the right people over time—especially when your content speaks to a specific pain point or goal.

Effective organic strategies include:

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- Posting value-driven content regularly
- Engaging with your audience in comments and DMs
- Collaborating with others to expand reach
- Leveraging Facebook Groups, Instagram Stories, and LinkedIn content

Organic marketing builds your authority.

Paid traffic amplifies it.

Combining both for a hybrid strategy. The most powerful approach? Do both.

- Use organic content to warm up your audience and build trust.
- Retarget that audience with paid ads to speed up conversions.
- Use ads to drive traffic to your lead magnet and funnel.
- Use organic posts to nurture that audience with stories, results, and value.

Together, they create a marketing engine that attracts, converts, and duplicates at scale.

Coming up next, we'll show you how to take those leads and turn them into team members by building a recruiting machine that feels more like service—and less like selling.

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Chapter 11: Building a Recruiting Machine



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Let's talk about turning interest into action—and prospects into partners. Recruiting doesn't have to feel like begging. When done right, it feels like serving. The New System of Growth flips the traditional script by making you the prize—and turning your opportunity into a solution.

Positioning your opportunity with value.

People don't want to be recruited—they want to be rescued from their problems. Instead of leading with compensation plans or company hype, start by asking: What do they need most right now? Time freedom? Extra income? A way to escape burnout?

Frame your opportunity as a pathway to solve a specific problem, not just another “side hustle.” Lead with clarity and value. This isn't about pressure—it's about positioning.

Solving problems vs. pitching products.

People respond to transformation, not transactions. Instead of saying “Join my team,” say “Here's how we help people make income online without cold calling or home parties.”

Show your system.

Explain how it works. Give examples of others who've succeeded with it. You're not pitching—you're inviting them to something proven, strategic, and aligned with their goals.

Getting serious prospects to book with you.

Every funnel should lead to a conversation—but only with the right people. You don't want time-wasters. You want the serious, the curious, and the committed. That's where your qualifying content, automated emails, and booking pages come in.

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Make it clear who your system is for—and who it's not for. Use booking forms with pre-qualification questions. This allows you to:

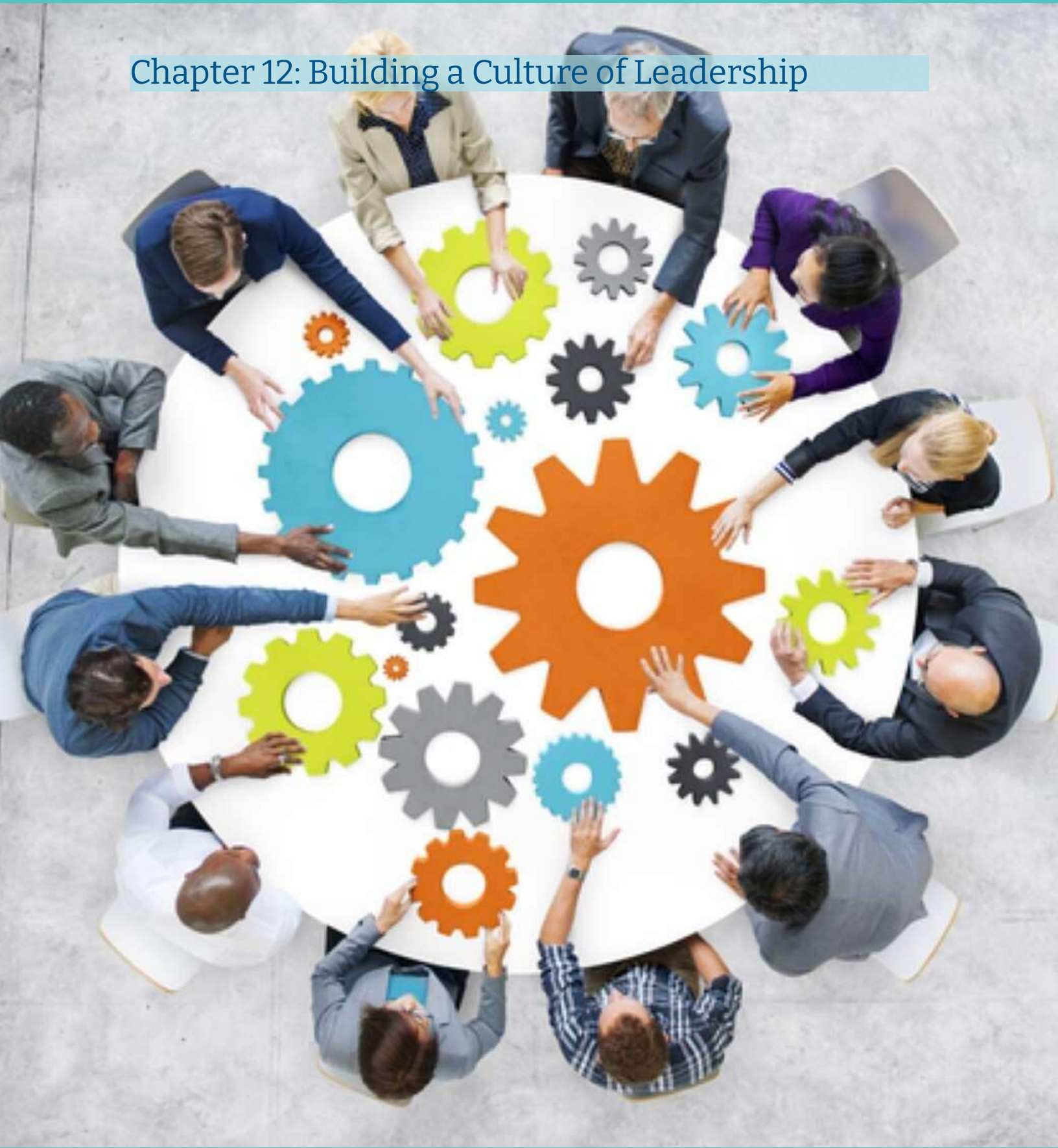
- Save time by filtering out the unready
- Focus your energy on high-potential candidates
- Have more meaningful and productive conversations

And when they book, show up like a pro. They've already been nurtured by your funnel, content, and automation. Now it's your chance to listen, clarify their vision, and align your system as the bridge between where they are and where they want to be.

Next, we'll dive into one of the most powerful assets you can develop in your organization: a thriving culture of leadership that fuels long-term duplication and retention.

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Chapter 12: Building a Culture of Leadership



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You can automate onboarding. You can automate follow-up. But you can't automate heart, vision, or leadership. If you want long-term success in network marketing, you need more than systems—you need leaders.

Systems replace motivation, but leaders inspire.

Motivation is fleeting. One bad day, one lost sale, and it's gone. Systems create consistency, but only leadership creates culture. That's why your mission isn't just to recruit team members—it's to develop leaders who think like owners.

A system without leadership is a machine. A system with leadership is a movement.

Duplication through personal development.

People don't duplicate what you do. They duplicate who you are. If you want a team of problem-solvers, be a problem-solver. If you want a team of learners, be a learner. If you want builders, be a builder.

Build personal development into your culture.

Recommend books. Share wins. Celebrate growth. Create an environment where people grow professionally and personally. That kind of environment becomes magnetic—and it fuels retention like nothing else.

Recognizing and nurturing leadership.

Leadership doesn't always announce itself. Sometimes it's the quiet rep showing up consistently. Sometimes it's the one who helps others without being asked. Pay attention to who leans in. When you recognize those traits, nurture them.

Equip emerging leaders with extra training.

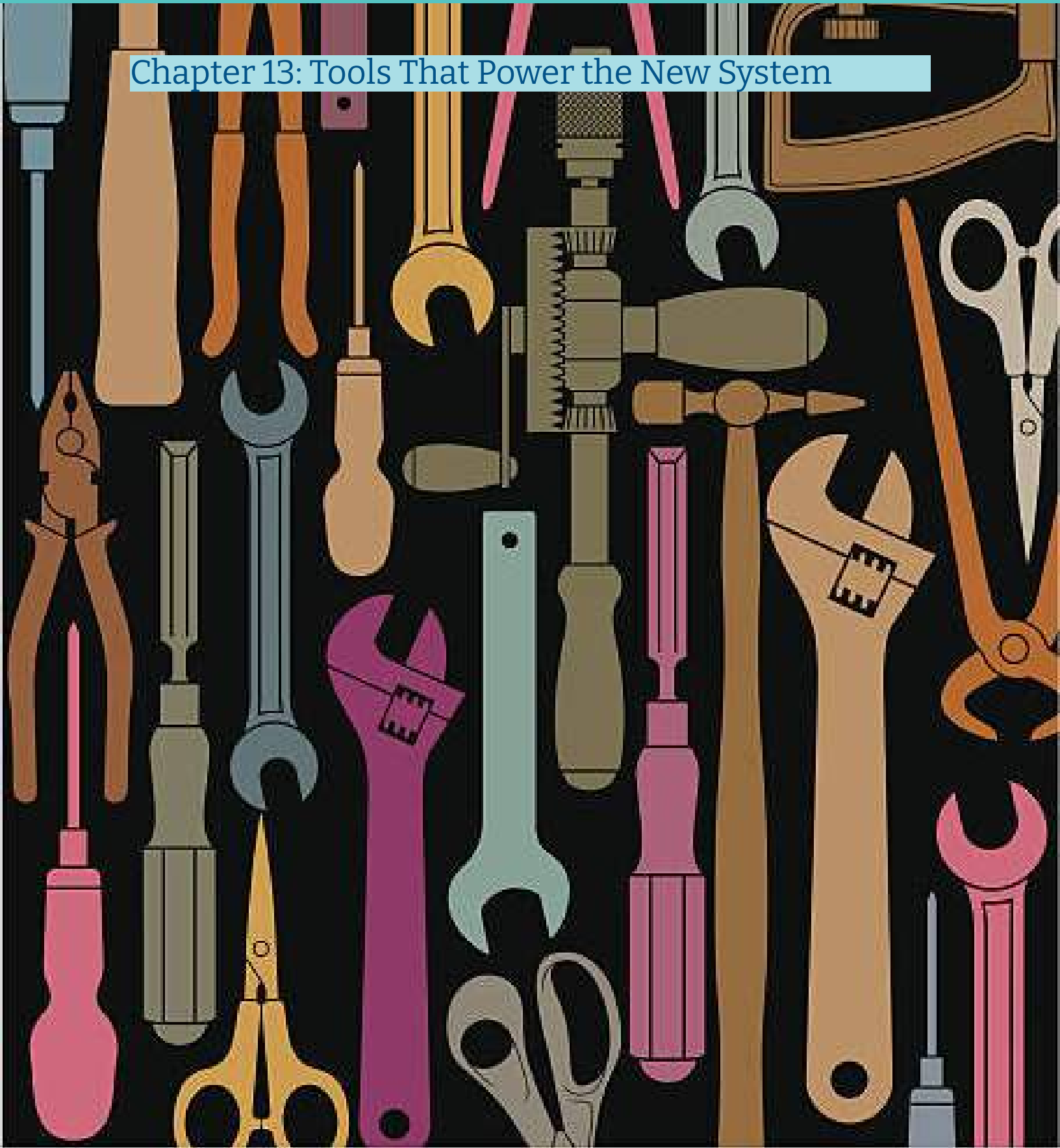
Give them more ownership. Ask for their input. And most importantly—lead by example. Your consistency, your energy, and your attitude will set the tone for everything your team becomes.

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In the next chapter, we'll break down the exact tech tools that power the New System of Growth—so you can build a business that's both cutting-edge and easy to duplicate.

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Chapter 13: Tools That Power the New System



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You don't need to be a tech wizard to build a digital business—but you do need the right tools. In the New System of Growth, the tools you use are the bridge between your strategy and your success. The good news? Most of them are simple, affordable, and easy to learn.

Funnels, CRMs, and automation tools.

Your sales funnel is your virtual storefront. It guides your prospect from interest to action—24/7. Tools like landing page builders, CRM (Customer Relationship Management) platforms, and automation tools allow you to:

- Capture leads
- Send follow-up emails and texts
- Track behavior (who opened what, clicked where)
- Trigger automated workflows

Whether it's a free training funnel, a team onboarding system, or a calendar booking page—these tools eliminate manual work and speed up conversions. They also allow you to look professional, even if you're a team of one.

Tracking and optimizing results.

The old system was based on hope: “I hope they respond,” “I hope they show up.” The new system is built on data.

With the right analytics, you can:

- See where leads drop off
- Improve your message or offer based on click-through rates
- Split test subject lines, headlines, and video scripts
- Measure your return on ad spend (ROAS)

This level of insight gives you power. You no longer guess what's working—you know.

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Keeping it simple for duplication.

Tech can be overwhelming—but it doesn't have to be. Your job isn't to build the most complex system. Your job is to build a system your team can actually use.

That means:

- Using tools with drag-and-drop simplicity
- Pre-building funnels and templates for your team to clone
- Recording short training videos that explain each tool step-by-step

When the tools are simple and the system is plug-and-play, duplication becomes effortless. And that's when growth becomes exponential.

In the next chapter, we'll focus on the most critical part of your system: follow-up. Because no matter how many leads you generate, the fortune is still in the follow-up—especially when it's done automatically.

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Chapter 14: The Power of Follow-Up – On Autopilot



AUTOPILOT

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You can build the perfect funnel, craft the best content, and generate tons of leads—but if you don't follow up, it all falls flat. In the New System of Growth, follow-up isn't optional. It's the engine that turns curiosity into conversions. And when done right, it happens without you lifting a finger.

Why most money is in the follow-up.

Most prospects don't say "yes" on the first exposure. In fact, the majority require 5 to 12 touchpoints before taking action. That means the real money isn't in your first interaction—it's in the follow-up journey.

This is where most marketers drop the ball. They either give up too soon or rely on one or two messages and hope for a response. The New System builds a sequence, not a shot in the dark.

Multi-channel drip campaigns.

A drip campaign is a pre-written series of messages that are "dripped" out over time through multiple channels:

- Email: Send value-driven messages that educate, answer objections, and build trust.
- SMS: Deliver short, timely reminders or quick tips to keep you top of mind.
- Messenger bots: Guide conversations on Facebook or Instagram while adding a personal feel.
- Voicemail drops: Leave a pre-recorded message that feels real but is fully automated.

These campaigns work together to stay in front of your leads—without spamming or overwhelming them. Each message builds on the last, moving your prospect one step closer to saying "yes."

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Reactivation sequences for cold leads.

Not every lead will convert right away—and that’s okay. Some go cold. Life gets busy. Priorities shift. But those leads aren’t lost.

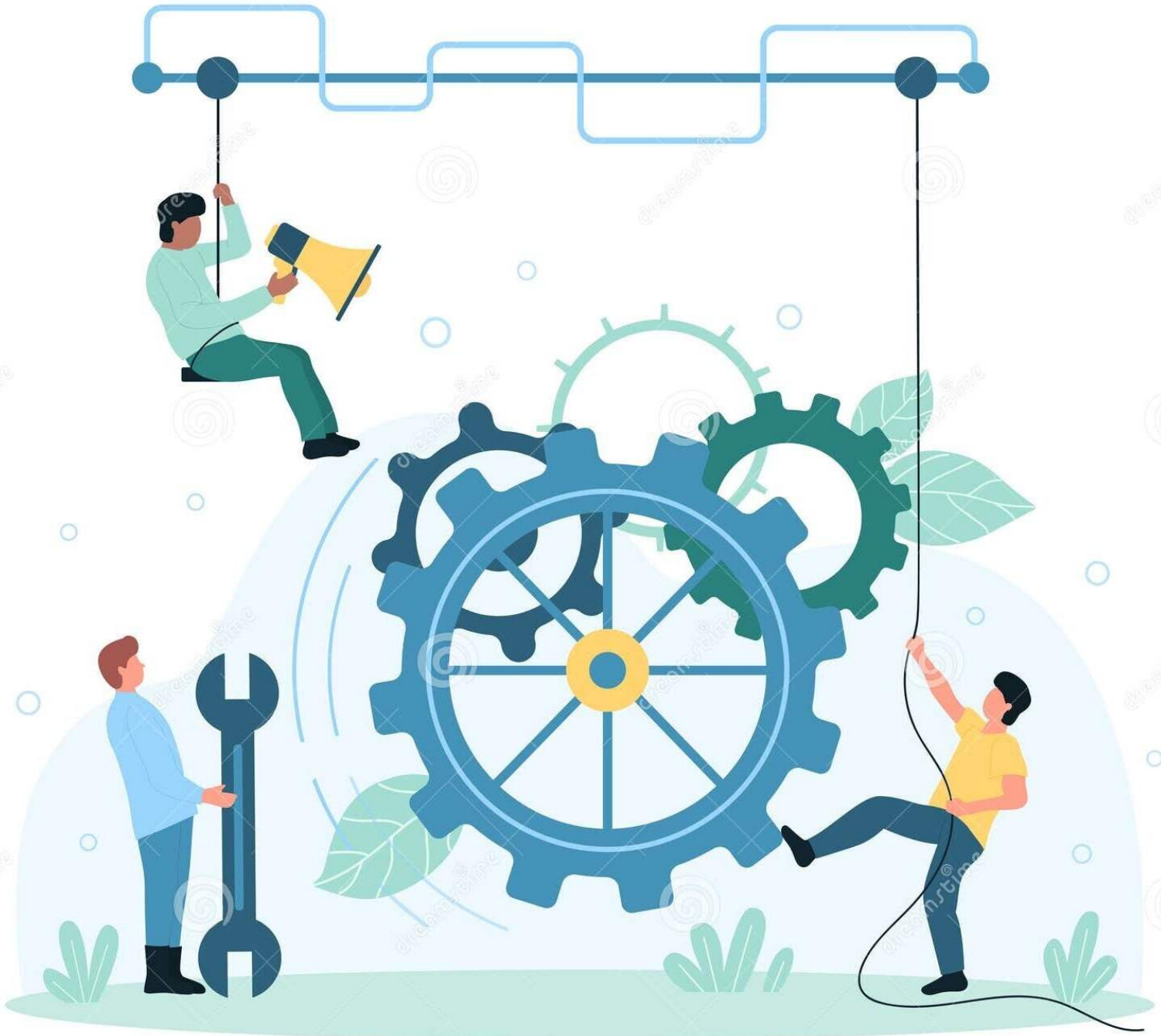
With reactivation sequences, you can bring cold leads back to life. A simple “Hey, are you still looking for a way to build your business online?” email or text can reopen the door. Often, they just need the right message at the right time.

The beauty of automation is that it never forgets. Your system keeps working, following up, checking in, and reviving old opportunities—so you don’t have to.

In the next chapter, we’ll explore how to extend this same automation to your team—so everyone’s plugged in, motivated, and growing without you micromanaging every move.

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Chapter 15: Creating Leverage With Team Automation



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Imagine building a team that thrives without your constant oversight. Where every new member gets trained the right way, stays informed, and feels empowered—without you repeating yourself day after day. That's what automation does at the team level. It doesn't just create freedom—it creates leverage.

Onboarding once, duplicating forever.

When a new recruit joins your team, the onboarding experience sets the tone. A clunky, confusing, or inconsistent process can lead to quick drop-off. But with automated onboarding, every new agent is guided step-by-step:

- Welcome messages and intro videos
- Licensing process walkthroughs
- Training module access
- Setup instructions for tools and systems

They feel supported, confident, and connected—right out of the gate. And most importantly, they're empowered to get into action faster.

You don't need to repeat your story, your strategy, or your steps. They get everything they need in an organized, digital format that can be accessed 24/7. That's duplication at scale.

Weekly updates, training, and motivation—on autopilot.

Staying in touch with your team is critical—but it doesn't need to be manual. Automated email or text broadcasts can:

- Share weekly goals
- Deliver quick mindset boosts
- Promote upcoming events
- Recognize team wins and progress

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You can even schedule live or recorded training sessions in advance, so your team always has fresh insights, encouragement, and instruction—without you having to “rally the troops” every time.

Empowering your team to grow without micromanaging.

The best teams don't wait for permission. They move. When your system is clear, automated, and duplicable, your leaders emerge faster. They know exactly what to do, where to find answers, and how to lead others into the same system.

Your role becomes coaching, not managing. Guiding, not babysitting. You build leaders, not dependents.

That's the beauty of team automation. It multiplies your impact while reducing your time and stress. And it makes your business more attractive to others—because freedom is contagious.

In the next chapter, we'll give you the exact blueprint to implement everything we've covered—from setting up your systems to launching your new growth engine in the next 90 days.

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Chapter 16: Step-by-Step Blueprint to Implement the New System

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This is where it all comes together. By now, you understand the philosophy and the structure of the New System of Growth. But understanding isn't enough—you need to build it. This chapter walks you through a clear 90-day launch plan to put everything into action.

Step 1: Clarify your brand and message (Days 1–10)

- Define your mission, values, and unique angle.
- Create a clean, professional presence on your preferred social platforms.
- Decide what pain point your audience struggles with—and build content that speaks directly to that.

Step 2: Build your funnel (Days 11–30)

- Choose your lead magnet (e.g., a free guide or training video).
- Use a funnel builder to create your opt-in page, thank-you page, and email follow-up series.
- Record your welcome video and any necessary intro content.
- Test your funnel to ensure emails, links, and automations are functioning properly.

Step 3: Create your automation (Days 31–50)

- Write out your email sequences (welcome series, value-driven emails, follow-up reminders).
- Set up SMS/text follow-ups and calendar booking tools.
- Build onboarding automations for new team members or clients.
- Implement chatbot flows on your website or Facebook page.

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Step 4: Launch and promote (Days 51–70)

- Post content regularly on your main platform (3–5 times per week).
- Begin running small paid ads to test your funnel.
- Reach out to warm contacts and invite them to your funnel or lead magnet.
- Collect feedback and make small adjustments to increase conversions.

Step 5: Duplicate and scale (Days 71–90)

- Package your funnel and automations into a duplicable system for your team.
- Record walkthroughs so others can easily replicate what you've built.
- Empower new recruits to launch their own version within 7 days.
- Start measuring key metrics: leads captured, calls booked, sales made.

Remember: Done is better than perfect. Launch fast, learn faster.

This blueprint doesn't just help you get started—it gives you a replicable path to help your team members start strong, too. The faster your team plugs into a system that works, the faster your business scales—with or without you.

In the final chapter, we'll tie everything together and cast the vision for your future. Because what you're building isn't just a system—it's a new standard for growth, leadership, and legacy.

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Chapter 17: Final Thoughts – The Future Is Yours



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If you've made it this far, then you're not just interested in change—you're committed to it. And that's the difference between those who struggle and those who succeed.

Let's get one thing clear:

The industry isn't dead—but the old way of doing business is. The cold calls, the hotel meetings, the endless coffee shop pitches—they no longer work because the world has evolved. People are smarter. Markets are faster. Attention is shorter. And if you're not adapting, you're fading.

But here's the good news:

You now have the tools, the blueprint, and the roadmap to build a digital-first, fully duplicable, and scalable business. One that runs with or without you. One that empowers others instead of draining you. One that earns trust, attracts leaders, and builds true residual freedom.

Why now is the best time to evolve We are in a digital revolution.

The people who win big in the next 5–10 years won't be those who hustle hardest—they'll be the ones who systemize smartest. If you implement what you've learned here, you're not just keeping up. You're getting ahead.

Position yourself as the leader of the future

In a sea of noise and outdated strategies, leaders with systems will always rise to the top. You now have everything you need to build that system, scale it, and teach it to others. That's how you go from “builder” to movement creator.

Freedom, legacy, and impact — your new normal

You didn't get into this business just to make money. You came to make a difference. To be an example. To create freedom for your family. To leave a legacy. And now you know exactly how.

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So what's next?

You execute. You implement. You lead. The future is no longer a fantasy—it's a formula. And you have it. Let's build the new standard together.

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Conclusion:

The New System of Growth isn't theory. It's a proven path being walked by forward-thinking insurance agents and network marketers who understand the game has changed. If you follow what's in this book and take action, the old frustrations will be replaced by new levels of success and freedom. It's your time.

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About the Author

Terrill Jenkins is the founder and CEO of Jenkins-Financial Group and a partner of Global Financial Impact. With years of experience in insurance, business building, and digital strategy, Terrill helps modern agents build scalable, automated businesses that work for them, not because of them.



Ready to Put This System Into Action? If you've read—or even just skimmed—The New System of Growth, then you already know the truth: The old way of doing business is dead. Now, it's time to step into a smarter way of building wealth, freedom, and legacy. You don't have to figure it out alone. You don't need to reinvent the wheel. You just need the right team—and the right system.

Come join us. I'm building a team of driven, forward-thinking individuals who are ready to plug into a proven, automated business model and grow fast—without cold calling, awkward selling, or burnout. Whether you're brand new or experienced, part-time or full-time—if you're serious about creating a future with real leverage, I want to work with you. Join the team that's changing the game.

Click the link below and take the first step:

<https://jenkinsfinancialgrouppllc.systeme.io/601> Let's build smarter. Let's grow together. – Terrill Jenkins Founder & CEO, Jenkins-Financial Group



Out with the Old In with the New

What If Everything You've Been Taught About Building Your Business... Was Wrong?

Let's be honest: the old-school way of growing a network marketing business is broken. The meetings, the cold calls, the awkward DMs, the endless chasing—it's not just outdated, it's ineffective.

You deserve more.

In *The New System of Growth: Insurance Agents Playbook*, Terrill Jenkins delivers a wake-up call to struggling agents and frustrated marketers ready for real change. This isn't just another MLM motivation book. It's a revolutionary blueprint for building a high-performance business using modern strategies that attract, automate, and duplicate—without the burnout.

Discover how to:

- *Stop chasing and start attracting qualified prospects**
- *Use automation to free your time and scale effortlessly**
- *Build systems your team can plug into without you**
- *Generate consistent income while regaining your freedom**

This book is for the leaders of the next generation—the ones who are done with hype and ready to build real, long-term success. If you're tired of playing small and ready to take full control of your business, your income, and your legacy—this is your playbook. The game has changed. Will you change with it?