

This is the book that started it all for me.

*How to Master the Art of Selling.*

My dad gave this book to me as a gift when I first started out as an insurance agent. It changed my life.

It's the foundation that inspired me to break off from Farmer's to start my own independent brokerage, despite being in the top ½% of multi-line agents in the nation.

Because of this book, I wanted more.

One character trait of champion salespeople talked about in *How to Master the Art of Selling* is investing in your mind. Continuing education. When you put better ideas into your brain, better performance will come out.

That's what I set out to do.

I invested heavily into myself, my brokerage, my team.

And after 7 years, I had built a \$40MM+ independent brokerage.

Had I remained a captive agent I'd be nowhere near where I'm at now.

And that's not to say captive agents can't do well – you can and you probably are.

But imagine the possibility of 10x'ing those results...

Life changing.

If you knew you could get back to where you are now within 18 months, would you take the chance?

[Company] teaches agents to do exactly what I did, with a turnkey agency management infrastructure and 1-on-1 mentorship program to get there.

What is [Program] and how can it accelerate your growth as an agent?

Learn more → [LINK](#)