



BenefitLab.ai

Where benefits knowledge meets practical AI.

Leverage for Insurance Agents

Part 2

Creating Leverage



Lesson 10: Creating Assets Instead of Repeating Work



Knowledge



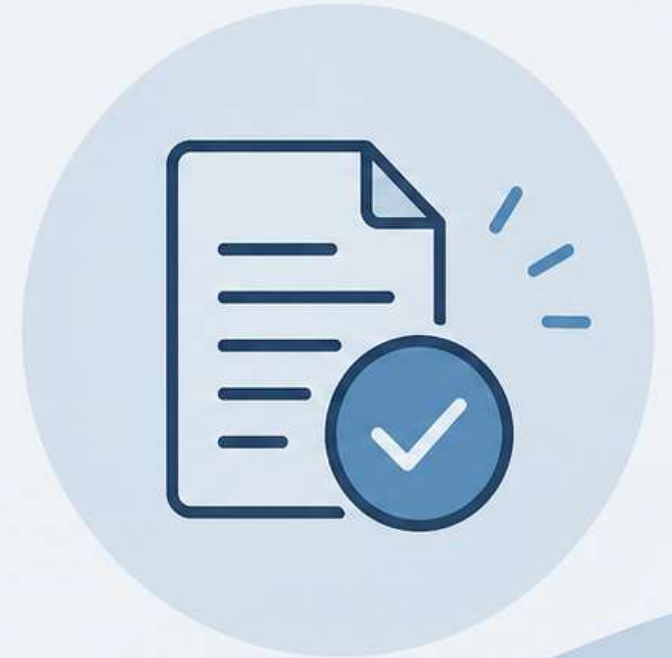
Strategy



Growth

What Counts as an Asset

- Any time you answer a difficult client question, explain a concept, or identify a strategy, that work should be captured.



You Are Already Doing This Work

- You are already answering these questions.
- You are already explaining these concepts.
- You are already thinking through these situations.
- The only difference is whether that work gets saved or lost.



It Doesn't Have to Be Perfect



Bullet points



Quick notes



Rough structure

- It can be stored as simple bullet points in your outline.
- It does not need to be polished or formatted like an email.
- The goal is **capture**, not perfection.

CLIENT QUESTION:

- How to handle objections around pricing?

KEY CONCEPT:

- Focus on value, not cost

STRATEGY IDEA:

- Share case study that matches their situation

Stop Starting From Scratch



- The next time that situation comes up, you are not starting from scratch.



- You are pulling from something that **already exists**.



Reuse Instead of Rethink



Copy



Paste



Adapt



COPY

Use what
already exists.



PASTE

Bring it into the
new situation.



ADAPT

Adjust to fit
the context.



RESPOND

Act quickly with
confidence.

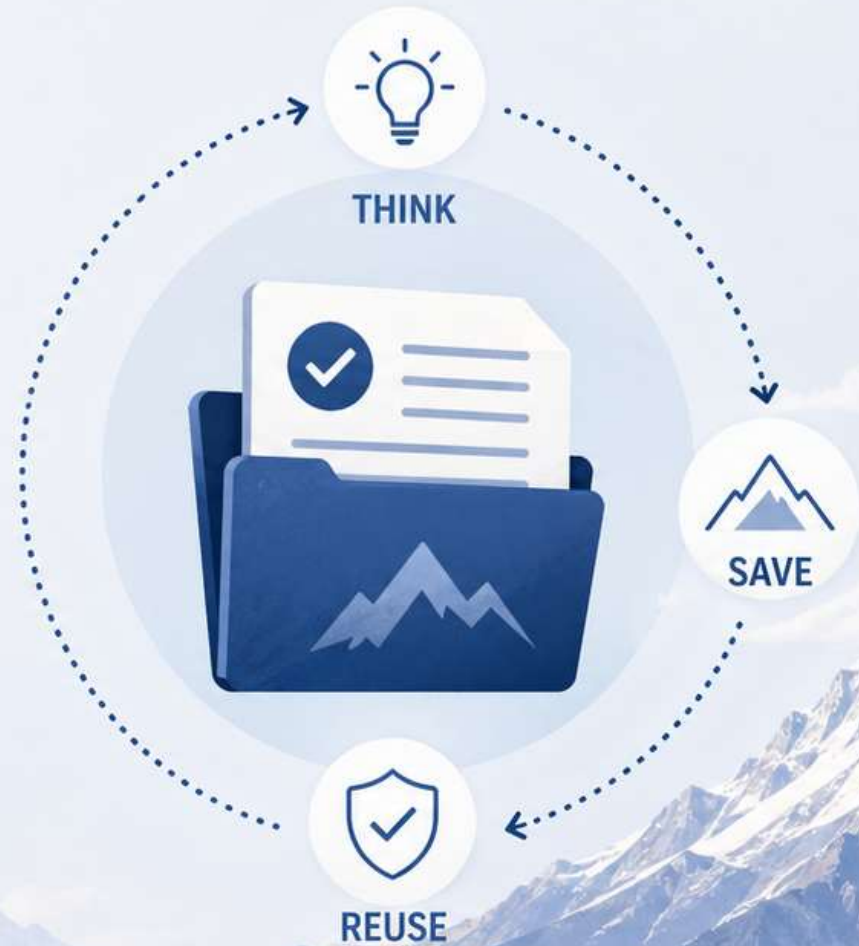
- This allows you to copy, paste, adapt, and respond quickly instead of thinking everything through again.



Every Answer Should Become an Asset



- If you had to think about it once, you should not have to think about it again.



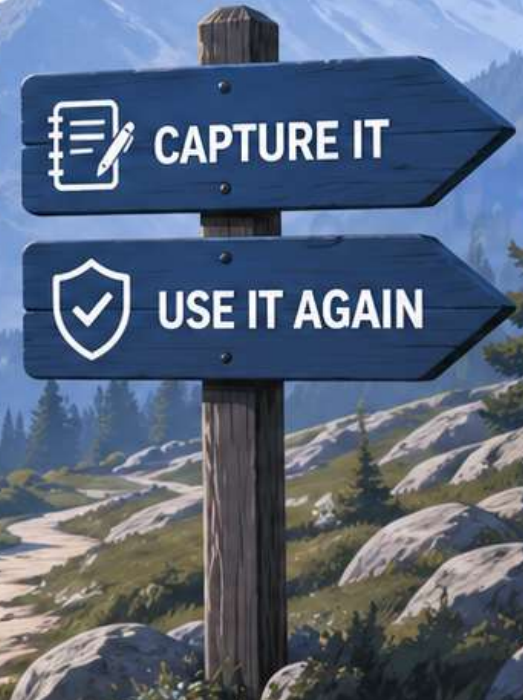
Simple Rule



- If you had to think about it once, **capture it**.



- If you solved it once, you should **not have to solve it again**.



Build a Library



- Over time, this becomes a growing library of answers, strategies, and explanations.



The Goal



- The goal is to avoid **solving the same problem** multiple times.



- Instead, you build once and **reuse** repeatedly.



And once you start doing this consistently, something important begins to happen.



- Your work starts to **compound** instead of reset.



What do you think?



- Would capturing good emails, answers to questions, etc. and reusing them next time it comes up save you time and increase consistency?



- Do you like the idea of turning answers into assets?

