



BenefitLab.ai

Where benefits knowledge meets practical AI.

Leverage for Insurance Agents

Part 2

Creating Leverage



Lesson 11: Reducing Friction



Knowledge



Strategy



Growth

What Friction Looks Like

- There are things in both business and personal life that create friction and make it harder to start or complete tasks.



Where It Comes From

- This resistance often comes from small, repeated inconveniences that slow you down or cause you to procrastinate.



You Feel It More Than You Notice It



Most of the time, you don't consciously think about these things.



You just feel a slight resistance.



And that small resistance is often enough to delay action or avoid the task entirely.



Solve It Once

- Instead of working around these problems repeatedly, the goal is to solve them **once** so they **make the problem go away** and no longer exist.



Remove the Obstacle



Remove the obstacle



Don't manage it



Don't work around it



The goal is to remove the obstacle instead of dealing with it **over and over again.**



This Is Still Leverage

- This is similar to creating an asset.
- But instead of capturing knowledge so you don't have to continually recreate it, you are removing a barrier so you don't have to repeatedly deal with it.



REMOVE IT ONCE.
FREEDOM FOREVER.



What Happens Next

- Once the **friction** is gone, the task becomes **easier** every time going forward.

BEFORE

Friction slows you down.



AFTER

No friction.
Progress becomes easier.

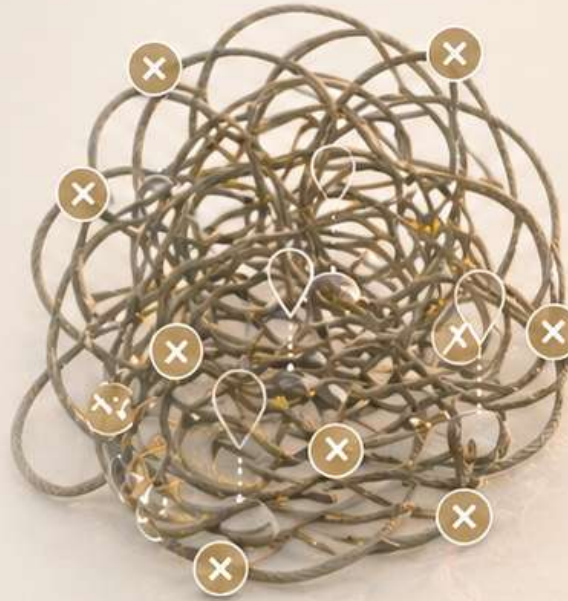


Small Fixes, Big Impact

- Over time, removing these **small points** of resistance can dramatically improve **efficiency** and **consistency**.

BEFORE

Full of friction.
Harder every time.



AFTER

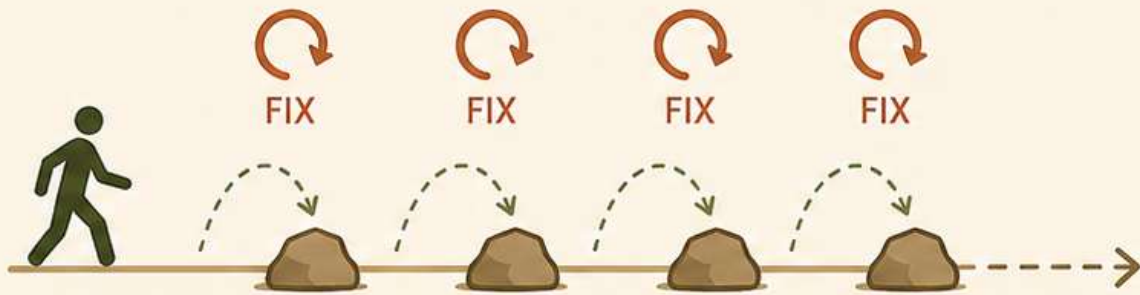
Friction removed.
Easier every time.



Simple Rule

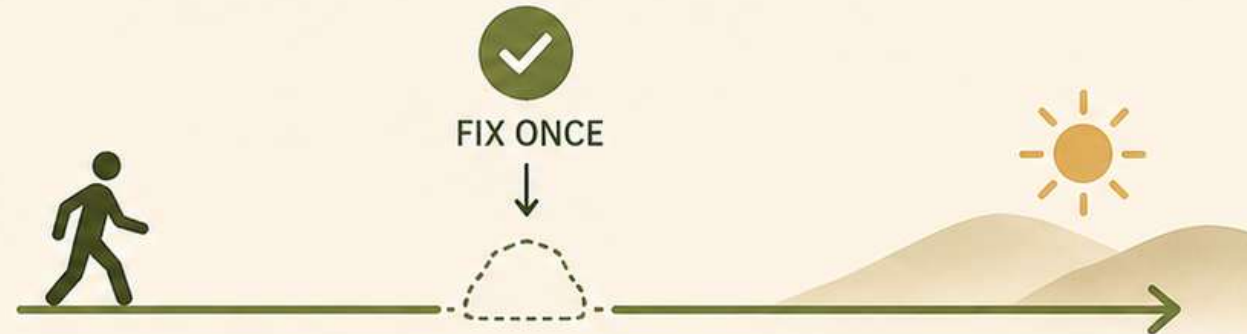
- If something slows you down more than once, fix it.

**FIXING IT EVERY TIME
SLOWS YOU DOWN**



Repeated friction.
Constantly losing time and energy.

**FIX IT ONCE
AND KEEP MOVING**



Friction removed.
Progress becomes easier every time.

As you start removing friction and capturing what works, you begin to see patterns in your work.

- And that leads to the next idea...

What Works

- ✓ Morning routine
- ✓ Focused blocks
- ✓ Weekly review
- ✓ Templates
- ✓ Automations

Patterns



SIMPLE
SYSTEMS
MORE FREEDOM

What do you think?



Do you see how removing friction is a form of leverage because you benefit repeatedly from a single effort?