BenefitLab.ai

Where benefits knowledge meets practical AI.

Leverage for Insurance Agents

Part 2 Creating Leverage

Lesson 15: Leverage Through People

You Are the Limiting Factor

- If everything depends on you, your business is capped by your time.
- There are only so many hours in a day.
- So growth requires something else.
- It requires people.

Duplicating Yourself

- When you bring in the right people, you are spreading the work.
  - Work is distributed across a team
  - Output is no longer tied to your time
- Now multiple things can happen at once instead of one at a time.

Focus Shift

- This also changes how you spend your time.
  - Less time on low-value tasks
  - More time on strategy and relationships
- You move up to higher-value work.

You Cannot Be an Expert in Everything

- In this industry, there is too much to know.
- Most agents naturally specialize.
- That’s normal.
- The mistake is thinking you have to **handle everything yourself.**

Partner Instead

- Instead of saying “I don’t do that,” you **bring in the right person**.
  - Medicare specialists
  - Long-term care advisors
  - Disability experts
- Now you **solve the problem** without becoming the expert.

Medicare specialists

Long-term care advisors

Disability experts

Protect the Relationship

- This also protects your client relationships.
- If you send a client somewhere else with no connection back to you, you risk losing them.
- If you stay involved, you stay central.

You Don’t Always Have to Hire

- Leverage through people does not always mean hiring employees.
- There are already people in the industry whose job is to help you.

General Agencies as Leverage

- General agencies are a major source of leverage.
  - Quoting support
  - Case strategy
  - Access to markets
- They expand what you can do without increasing overhead.

Using What's Already Available

- Carrier reps can help.
- Vendors can help.
- Specialists can help.
- But only if you *actually* use those relationships.

Your Network Is Leverage

- This leads to your network.
- Your network is your ability to solve problems you don’t personally handle.

What Goes in Your Network

Vendors and service providers

General agencies

Specialist agents

This becomes your **extended capability.**

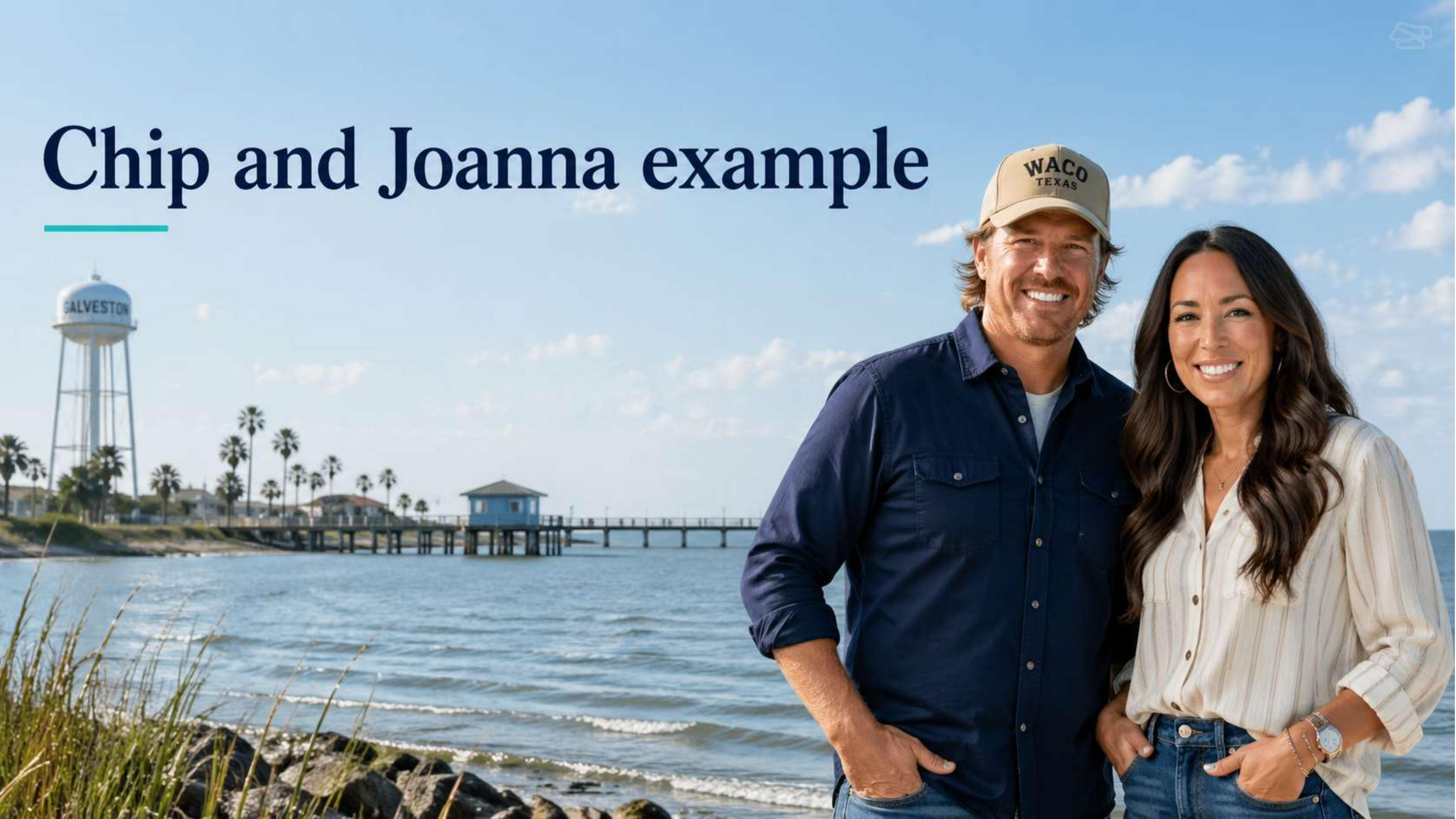
From the Client's Perspective

- The client doesn't see all these separate people.
- They just see solutions.
- Your role is to connect them to the right one.

Become the Hub

- You don't need to be the expert in everything.
- You need to be the person who knows how to solve the problem.
- You become the hub.

Chip and Joanna example



Build It Over Time

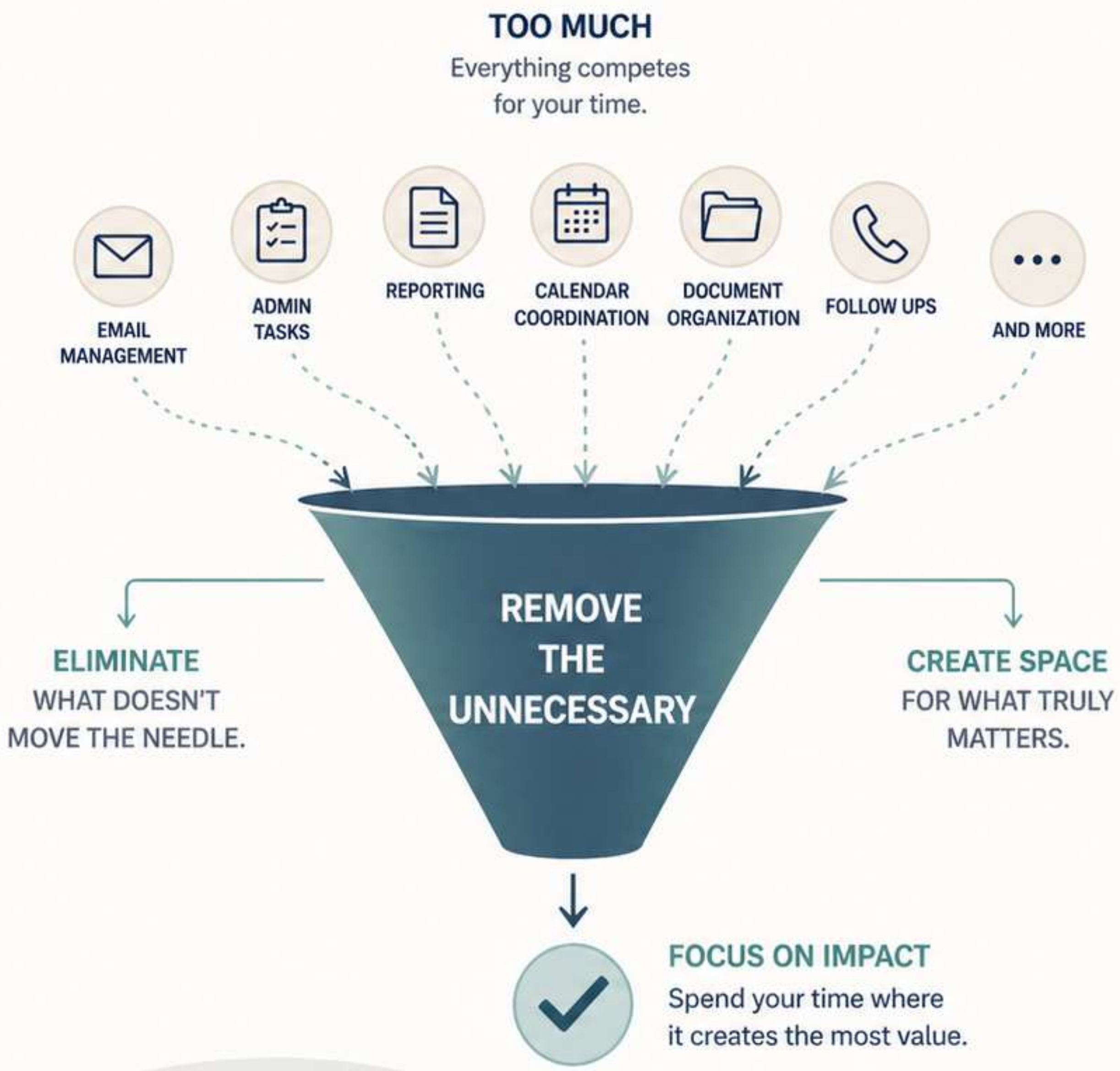
- This network builds over time through relationships and experience.
- But it can also be intentional.
- You can start identifying who you want in your network.

Connecting Back to Strategies

- This ties directly back to what we just talked about with strategies.
- Knowing a strategy is not enough if you can't ***actually*** deliver it.
- If a client needs something like Medicare and you don't handle it, that doesn't mean you can't solve the problem.
- It just means you bring in the right person.
  - Strategy → person who can execute it
- So now, instead of just knowing the idea, you can ***actually*** implement it.
- That's what turns knowledge into ***real capability***.

So now we've covered leverage through knowledge, preparation, and people.

The next step is looking at how to ***remove*** entire categories of work from your plate.



What do you think?

Do you agree that you're not Superman and can't do it all yourself?

That you need other people to truly grow your business and solve your clients' problems?