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Shift: 201 Instant-Action Proven Marketing Strategies To Sell More Insurance And Financial Products Now



Synopsis

The FIRST groundbreaking insurance and financial marketing Encyclopedia from Jeremiah Desmarais (De-ma-ray), one of the most respected marketers and thought leaders in the insurance and financial industry, ranked among the Top 40 Under 40. From the author: “For the last fifteen years, I’ve invested in millions in testing, trying and experimenting new and creative ways to generate insurance and retirement leads over the internet. In the process, I’ve also interviewed the top performing marketers, insurance agents and financial advisors across the world - the best at what they do. “My failures have outnumbered my wins by a ratio of 100:1. But when I found something that worked, I tested it in the field again and again until I could systematize it. I called it a SHIFT. “Fast forward to today I’m humbled that the work of my teams and I, as well as the incredible performers I have interviewed, have generated well over 2,000,000 leads online leading to over \$300,000,000 in commissions paid out to hard-working insurance and financial advisors in over 51 countries. Their best ideas are in this book. 201 of them to be exact through 40 groundbreaking chapters. No Fluff. 100% Meat. “This unusual depth has helped make this body of work the first Insurance and Financial Marketing Encyclopedia of it’s kind. It’s been thoroughly reviewed by no less than 43 CEOs of carriers, FMOs, GAs, MGAs, FinTech Titans, Association Presidents, Editors, Magazine Publishers and respected industry thought leaders from all verticals. “This is not re-hashed or regurgitated techniques from years ago with a glossy veneer. “This book contains the distilled formulas, tactics, strategies, scripts, and inside baseball you won’t find anywhere else. It also includes step-by-step “what’s working now” tactics from the frontlines from my private clients and producers you may have heard of until now, but never openly revealed before. No Ivory Tower philosophies here. “What makes this SuperBook completely different is a relentless focus on actionable details and takeaways you can do right NOW. This is reflected in the box at the beginning of each chapter that helps you learn: How long will this take me to do? What market is this for? How much will it cost? “I don’t view myself as an author. I view myself as an experimenter. If I can’t test something and replicate results in the day-to-day operation of the average insurance or financial advisor, it’s not in here. From complete non-tekky newbies to advanced marketers - there’s at least 10 concepts in here for you to model. Guaranteed or your money back. “This book is not a sales letter to hire me. Everything within these pages has been thoroughly vetted, deeply explored, and directly applied to the insurance and financial services niche and nakedly exposed. From

financial planning, health insurance, property & casualty, group benefits, life insurance, commercial lines, senior products, it's all in here for you with no further purchase required.

"Agents and Advisors have personally used dozens of the strategies in this book to save years of wasted effort and profit handsomely. I've been told by an industry insider I could sell this book as a \$2000 course. However, I created this book as a gift to SHIFT the industry that's changed my life and been so good to my family and I. My hope is that it will SHIFT you and your entire business. I can't wait to hear what SHIFTS you're about to make with this treasure.

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Customer Reviews

Shift is a great trove of useful knowledge for the insurance or Financial Advisor looking to help more of their clients and grow their practice. The book is broken down into useful project sections and you can pick and choose which fits your style. Projects are broken down into action steps that can be implemented as soon as today, in some cases. From personal experience, I read two that I definitely

know will work as soon as you put them into place. And it was great to read about a technique that an acquaintance at my company was using, it answered a lot of questions. The only way this will not help is if you don't try and implement one of these action plans and stick with it. So, if you want to impact your practice in a positive way, this would be a really useful tool.

Is it time to shift your thinking or at least tweak it a bit? This book is going to open your mind up to doing business differently. You will be delving into the "details" that make you great already and enhance them. For novices, hang on, this will be a fun roller coaster ride. Why not learn from the best, Jeremiah Desmarais has proven repeatedly that he knows what he is talking about. He truly walks the walk. In order to receive, you must give. Shift helps you change how you do business. We are here to help each other and it is our personal expertise that will do it. As a 20 year plus insurance broker I am always thrilled when a book like "Shift" is written. My agency writes primarily Employer Group Health. Our industry is in constant change and how we connect with clients changes quickly. Shift is going to help my agency keep up to date with technology and reach our "stretch" goals for 2017! Jeremiah wrote this book in a way that makes it feel personal to the reader. I feel as though he is sitting directly across from me sharing his knowledge. In the very first section of "Shift" it talks about 1st impressions. You are given websites to visit to find logos, brochure templates and even the most luxurious 32-point Mohawk Superfine paper to use for your business cards! Details are everywhere in this book. He has held nothing back. I have trained with the author before and already knew he liked to share his knowledge. The book has delivered. My agency's power word for 2017 is "Unstoppable", along with implementing ideas from this book we are already on target for an increase of 50% -75% for 2017. Times are changing and we need to as well. Thank you, Jeremiah, for a well thought out book that will benefit many.

Nothing less than expected from Jeremiah. His relentless curiosity, unstoppable experimentation and his bulletproof integrity in doing exactly as he advises others to do is what makes this collection of gems so invaluable. I found it really hard to put this book down, but followed his instructions anyway ("when you find something you like, put the book down and try it, seriously"). Not surprisingly I started getting results for my business and a few surprising personal results as well. Some authors write to sell books, some authors write to generate business for their company, and then there are a rare few who simply want to share everything they've learned and give it away. Do

they know it will return dividends to them personally. 100%. But it is why they care to share what they've learned that shines through in this book. You can feel the excitement and passion he has for the work he does dripping from each page, and the hope and care for your results that drive his committed writing. I have two major regrets about this book: One is that feeling you get when you read a classic and you wish you had written the book yourself (not because you can, but because of what it would enable for you in your life if you already had the wisdom to share what's in these pages). Second is the fact that I'm reading this only now, at this age. This should be prescribed reading for every college grad or new recruit even thinking about a career in sales, and especially financial services sales. If, like me, you happen to be a little older, don't delay: **READ THIS BOOK NOW**, as it will change the way you run your business by tomorrow morning.

I have never before purchased a book with so many ideas. It is dense, in terms of ideas . . . one after the other. And, 95+ percent of them are both excellent and doable. At this point I have taken time to go through SHIFT quickly which is not easy in that I want to slow down to be sure I understand a given concept/idea. But I have forced myself to do a quick read. Now I have a number of ideas that I want to implement, in a certain order of priority. Once I have one in place I move onto the next. WOW!!! This book will just keep on producing year after year! Jeremiah has a mind and writing skills that are far and few in-between. This book has taken the number one position on my bookshelf! Thank You Jeremiah!

Read this book! I've read it 3 times in 4 days. Need a new copy because this one is so marked up. Our practice has been struggling with dwindling marketing ROI for quite a while. We've known that we are missing the boat in many areas including digital marketing (FB, LinkedIn, etc), but were overwhelmed with all of the noise out there on what to do to get started and make our initial move forward in these areas successful. The SHIFT has helped me to see that we can take simple, actionable steps right now to start correcting not only our digital efforts but increase our good will, create more effective calls to action, have better contact with existing and perspective clients and start to dominate our local markets. We know we will need to invest a lot of time and some money, but now know we can do it in incremental actionable steps without feeling overwhelmed.

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