

About an Insurance agent

Current State:

- Lack of sense of security in case of an accident
- Fear of not having the necessary funds to cover damages in case of an accident
- Uncertainty about the family's financial situation after the death of a family member
- In summary, fear of not having a financial safety net in case of an unexpected event/accident

Dream State:

- Peace of mind and certainty about your and your family's future, provided by having financial security in case of an accident

Roadblocks:

- Lack of knowledge on how to achieve this
- Uncertainty about which insurance plan best meets my needs

Solution:

- Find a company or individual with expertise in providing financial security for me and my family

Products:

- A person with the most experience
- The most cost-effective plans
- Plans best tailored to my needs

Market Awareness:

-level 2 ==> level 3

People know they need insurance but they don't have a clue how to get it.

- ☐ I hit them with facebook ad that is informing potential client about people who can do it for them, give the most suitable and the the most cost-effective offer as quick as possible

-level 3 ==> level 4

- ☐ In the same ad I present to an insurance agent (my client) who proposes the most cost-effective, least expensive offer and does so in the shortest time possible with a pleasant atmosphere with high standards of personal conduct. The ad attracted their attention, now they click CTA and set a consultation

Market Sophistication:

Stage 5

I will mix experience and identity play

- **IDENTITY PLAY:**

i will connect being a valuable man, taking care of your family and ensure financial security with getting great insurance offer (e.g get life insurance to make sure your family after your dead with have good future, car insurance to get money after accident to fix or buy new vehicle so you can drive your kids to school)

- **EXPERIENCE:**

Get consultation with the nicest agent in town, in a pleasant atmosphere with high standards of personal conduct, with good cake and coffee from local coffee shop