2026 Business Plan

AGENT:

"Whatever the mind can conceive and believe, it can achieve. Thoughts are things! And powerful things at that, when mixed with definiteness of purpose, and burning desire, can be translated into riches."

– Napoleon Hill

Your Mission Statement

This is a clear statement that sets the tone for your business. "Your Purpose" when you read it from time to time, it serves as a reminder of what you do and why you do it. It is a statement to communicate to prospects and clients to clarify what you do. Something you could display on your website or print on your brochure.

Example: ***"Facilitating wealth accumulation and financial security through professional competence and personal caring"****. Another may be* ***"To assist professionals in achieving financial security through proper planning"*** *or* ***"To achieve financial security through the design and implementation of quality products".*** *Give it thought and make it unique to you and your practice.*

Mission Statement

Planned Income Needs for 2026

FIXED EXPENSES	MONTHLY	ANNUAL
Rent or Mortgage Payments		
Property Taxes		
Home owners Insurance		
Utilities		
Car Insurance		
Disability Insurance		
Income Taxes		
Social Security Taxes		
Other		

LIVING EXPENSES		
Food		
Clothing		
Laundry and Tailoring		
Non-Business Meals		
Auto Expenses		
Medical Expenses		
Other		

BUSINESS EXPENSES		
Direct mail		
Cell phone		
Association dues		
Business Travel Expenses		
Business Entertainment		
Stationery/Cards/Supplies		
Tuition (CLU, CHFC, CFP)		
Errors and omission insurance		
Office rent		
Staff		
Other		

SAVINGS AND ACCUMULATION		
Life Insurance Premiums		
401 (K) Contributions		
Systematic Savings		
Other		

MISCELLANEOUS		
Religious / Charities		
Theater / Concerts / Amusements		
Club dues		
Gifts		
Vacation		
Other		

TOTAL ANNUAL INCOME REQUIRED ____________

Goal Setting

*This is perhaps the most important aspect of the business plan. Goals have been defined as "dreams with deadlines". Goals provide the **"WHY"** to what you must do and can instill a sense of purpose in you. Important Goals create DRIVE aka Energy needed to execute the PLAN. They must be definite and quantifiable, with timelines for accomplishments. A wish is to have a big house. A goal is to purchase a 4,000 square foot home by January, 2029. A wish is to be more professional. A goal is to complete 2 CLU tests each year with completion in June, 2028. Your 1-year goals should be the most specific. The 2-5 year goals should allow you to dream. Anything you believe with feeling can and will become reality.*

The goals you set should constantly remind you of why you do what you do. Those who cannot repeat their goals with top-of-mind awareness are, at best, lucky to achieve anything. Those whose goals are clear and deeply rooted have found personal power and are on a collision course with success.

Examples of business goals

2-5 years	1 year
Series 7 & Series 65	Career Success Award
MDRT qualifier	Career Producer Award
Presidents / Chairmans Council	Career Achiever Award
Eagle Strategies	Career Foundation Award
Associate Partner to Partner	Series 6 & Series 63
Hire Staff part time to full time	Executive Council
Private office	Rookie of the Year
District Agent Contract	Qualify for Career Conference

Goal Setting

2 - 5 YEAR GOALS

(Specific accomplishments with dates of completion)

Business

GOAL - (be specific)	DATE

Personal

GOAL - (be specific)	DATE

Goal Setting

1 YEAR GOALS

(Specific accomplishments with dates of completion)

Business

GOAL - *(be specific)*	**DATE**

Personal

GOAL - *(be specific)*	**DATE**

Production Goals

	KEY GOAL
Gross INCOME	
-FINANCING / TAS -RENEWALS -EXP ALLOWANCE	
FYC (first year commissions)	
AVG FYC per case	
New Cases Paid / Delivered	
EC / PC / CC	

One Year Activity Plan

Gross INCOME	
-FINANCING / TAS *-RENEWALS* *-EXP ALLOWANCE*	
FYC *(first year commissions)*	
APPLICATIONS NEEDED MONTHLY	
APPLICATIONS NEEDED WEEKLY	
CLOSING APPOINTMENTS NEEDED WEEKLY	
GUIDE ME DISCOVERY (FACT FINDERS) NEEDED	

Income Planning

*This process takes into account what you have to earn this year and increases that amount over a five-year period with a realistic growth rate. This should be a **realistic** exercise and not a pipe dream. Income levels that your mind can't accept as reality will never be achieved. It is better to work on the conservative side. Refer to the self-assessment section to review what you have to earn and what you intend to spend before completing this section.*

Five year income plan

For agents triggered prior to March 1, 2026

EXAMPLE	2026	2027	2028	2029	2030
FYC	57,000	70,000	90000	120000	150000
LIFE premium (~75% of FYC x 2)	75,000	100,000	140000	180000	225000
FINANCING (TAS / TEA / PEA / 1st yr bonuses) **RENEWALS** (R 6%, 10%, 15%, 20%) **EXP ALLOWANCE** (use 10% of FYC for EA)	TASm = 39,000 P Bonus = 3,000 SIE, S6+S63 = 5,000 1st yr case rate bonuses = 16,000	F – 24,000 R – 4,500 EA – 7,000	R – 6,000 R – 7,500 EA – 9,000	R – 8,400 R – 10,000 R – 11,250 EA – 12,000	R – 10,800 R – 14,000 R – 15,000 R – 15,000 EA – 15,000
GROSS INCOME	120,000	105,500	125500	161650	219800
BUSINESS EXPENSES (USE 10 to 20% OF GROSS)	10,000	10,000	12,000	16,000	20,000
NET INCOME	110,000	95,500	113,500	145,650	199,800

Five year income plan

If you triggered your contract **PRIOR** to **March 1, 2026**, Complete this section

	Year 1	Year 2	Year 3	Year 4	Year 5
FYC					
LIFE premium *(75% of FYC x 2)*					
FINANCING **(TAS / TEA / PEA)** ***RENEWALS*** *(R 6%, 10%, 15%, 20%)* **EXP ALLOWANCE** *(use 10% of FYC for EA)*					
GROSS INCOME					
BUSINESS EXPENSES *(USE 10 to 20% OF GROSS)*					
NET INCOME					

Five year income plan

For agents triggered after to March 1, 2026

EXAMPLE	2026	2027	2028	2029	2030
FYC	57,000	70,000	90,000	120,000	150,000
LIFE LTC IDI premium *(~75% of FYC x 2)*	75,000	100,000	140000	180000	225000
FINANCING **(TAS / TEA / PEA / 1st yr bonuses)** ***RENEWALS*** *(R 10%, 10%, 17%, 17%)* **EXP ALLOWANCE** *(use 10% of FYC for EA)*	TASm = 39,000 P Bonus = 3,000 SIE, S6+S63 = 5,000 1st yr case rate bonuses = 16,000	F – 24,000 R – 7,500 EA – 7,000	R – 10,000 R – 7,500 EA – 9,000	R – 14,000 R – 10,000 R – 12,750 EA – 12,000	R – 18,000 R – 14,000 R – 17,000 R – 12,750 EA – 15,000
GROSS INCOME	120,000	108,500	116,500	168,750	226,750
BUSINESS EXPENSES *(USE 10 to 20% OF GROSS)*	10,000	10,000	11,000	16,000	20,000
NET INCOME	110,000	98,500	105,500	152,750	206,750

Five year income plan

If you triggered your contract **AFTER** to **March 1, 2026**, Complete this section

	Year 1	Year 2	Year 3	Year 4	Year 5
FYC					
LIFE LTC IDI premium ***(75% of FYC x 2)***					
FINANCING **(TAS / TEA / PEA / 1st yr bonuses)** ***RENEWALS*** *(R 10%, 10%, 17%, 17%* **EXP ALLOWANCE** *(use 10% of FYC for EA)*					
GROSS INCOME					
BUSINESS EXPENSES (USE 10 to 20% OF GROSS)					
NET INCOME					

Methods of Market Development

Each market development method has its own ratios and must be considered in planning your activities. The following chart will assist in calculating expected ratios, but you should adjust these based on your own activities and experience.

APPOINTMENT SCHEDULED SUCCESS RATIO
(Average number of contacts necessary to produce one SCHEDULED appointment)

LOW COST / LEAST LABOR - aka power tools

Market Driven*

Natural Market	2:1
Referrals	3:1
Centers of Influence	3:1
Networking/personal observation	3:1

LABOR INTENSIVE

Product Driven**

Cold Calls - Telephone	20:1
Cold Calls - Telephone with mail/email	15:1
Business Drop ins - Face to Face	10:1

CAPITAL INTENSIVE

Market* or Product Driven**

Events	5:1
Target Mail	50:1
Mass Mail	100:1
Seminars	Variable

*** "Market Driven"** business development is where you have the access to people or groups of people because of who you are. In this environment, expose your prospects to your complete array of products and services and then narrow down their areas of dominant interest. Comprehensive planning should be the focus of your interview. Your ultimate goal is to gain acceptance and credibility as their comprehensive financial consultant.

*** * "Product Driven"** business development refers to an audience you gain through the strength of your product, your company and / or your ability to convince people to see you.

Methods of Business Support

These tools are primarily to encourage additional business and referrals from your existing relationships with prospects and clients. They will heighten your credibility level among in the communities you serve. They can be used to develop new clients over time:

Marketing Central

Client Newsletters

Ocassion Cards / Emails

Memos / FYI Mailers

Public Speaking Engagements

Community Involvement

Consider the following when developing a list for these items:
Your current prospects, clients, natural contacts and centers of influence.
Your social networks – clubs, religious affiliations, service organizations, athletic activities etc.
Previous career, social, educational contacts.
Your skills and talents – public speaking, writing, face to face networking, working with a partner, etc.

Consider your natural strengths of expertise, current events, necessary time commitment and the nature of the organization when getting involved with community organizations or making yourself available as a speaker.

Sample Marketing Plan

MARKET	NEEDS	METHODS	RATIOS	NEW CONTACTS (weekly)	NEW APPTS. SET (weekly)	TIME COMMITTED FOR THIS PROSPECTING ACTIVITY
YoungFamilies	income protection College Saving Debt Management	Referrals	3:1	6	2	1 hour
		Events	5:1	10	2	1.5 hours
		COI's	3:1	6	2	1 hours
Small Business	Employee Retention Business Succession Retirement Planing	Referrals	3:1	6	2	1 hour
		Canvassing	10:1	10	1	1.5 hours
Senior	Asset protection Legacy planning Retirement income	Referrals	3:1	6	2	1 hour
		Seminars	10:1	10	1	1.5 hour
		COI's	3:1	6	2	1 hours
			Totals:	60	14	9.5 hours

MARKET	NEEDS	METHODS	RATIOS	NEW CONTACTS (weekly)	NEW APPTS. SET (weekly)	TIME COMMITTED FOR THIS PROSPECTING ACTIVITY

Time Management - Ideal Calendar

This section assists you in identifying what activities you will be doing, categorize them, prioritize them and put them in what is called the ideal schedule. You should organize each day so there is some level of routine and consistency.

We ask that you organize according to the red time / green time / yellow time system. Place all the times needed for prospecting and running appointments in green time frames on the ideal schedule. Administrative work, Case preparation, letters, etc. should be placed in yellow time frames. Personal items such as going to the bank, working out or going home should be placed in red time frames.

Do your best to place each activity in such a way that the same activity is done at the same time each day. It may sound monotonous, but it is vital to your time efficiency and ultimate success. There should be no time when you are wondering what you should be doing at any moment after this habit pattern is set. Any deviation from this ideal is a deviation from your market plan subsequently impacting results.

"Successful people repeatedly do things that unsuccessful people refuse or choose not to do."

Time Management

GREEN TIME	YELLOW TIME	RED TIME
Prospecting	case development	**personal**
	paperwork	
Client Meetings	Correspondence	**Family**
	Classes	

We've listed above samples of activities that would be considered green, yellow or red. There are others, but the important thing to understand is the differences between the three types.

GREEN TIME

Green activities only involve selling and prospecting. We consider green time to be prime business hours. Hours during the week needed for appointment generation or sales presentation. All other activities are scheduled around green time. When you catch yourself doing a non-green activity during green time – drop whatever it is and pick up the phone and make calls.

YELLOW TIME

Yellow activities are those activities that are necessary to make sales, but by themselves will not generate income. Yellow activities are done only in non-green zones and must be scheduled around green time. Remember, nothing happens until something is sold!

RED TIME

We refer to red time as dead time. Dead time, or if you prefer, down time, means your business is not operating. The trick to time management is to keep your business operating as many hours during the week as possible. The more time any business operates the more revenue it will produce.

We ask that you pin up this schedule in your cubicle / office and at home. This will train your subconscious mind to be alert to green, yellow, or red times. The bottom line is – during green time you are either calling for an appointment or on an appointment. Following this system will increase your efficiency, and increase your income.

"If it is to be, it is up to me"

Sample

<table>
<tr><th></th><th>MONDAY</th><th>TUESDAY</th><th>WEDNESDAY</th><th>THURSDAY</th><th>FRIDAY</th><th>Success Saturdays</th></tr>
<tr><td>7:30-8:00</td><td>NYLIC U Study</td><td>NYLIC U Study</td><td>NYLIC U Study</td><td>NYLIC U Study</td><td>NYLIC U Study</td><td></td></tr>
<tr><td>8:00-8:30</td><td rowspan="2">SIE Study</td><td rowspan="2">Gym</td><td rowspan="2">SIE Study</td><td rowspan="3">Gym</td><td rowspan="2">SIE Study</td><td rowspan="2">SIE Study</td></tr>
<tr><td>8:30-9:00</td></tr>
<tr><td>9:00-9:30</td><td>C of I Calls</td><td rowspan="2">Admin</td><td>Travel</td><td rowspan="8">Client Meeting (Backup with Prospecting)</td><td rowspan="2">Admin (Case Prep)</td></tr>
<tr><td>9:30 -10:00</td><td rowspan="2">Business Builder</td><td rowspan="2">Business Maximizer*</td><td rowspan="2">Admin</td></tr>
<tr><td>10:00-10:30</td><td rowspan="2">New Reg Rep Training</td><td rowspan="5">Call Clinic (20 Contacts, 6 Appts)</td></tr>
<tr><td>10:30-11:00</td><td rowspan="3">Fast Start</td><td rowspan="3">Drill for Skill</td><td rowspan="3">NYLIC U- Onboarding</td></tr>
<tr><td>11:00-11:30</td><td rowspan="2">Call Clinic</td></tr>
<tr><td>11:30-12:00</td></tr>
<tr><td>12:00-12:30</td><td rowspan="2">Lunch</td><td rowspan="2">COI Lunch</td><td>Lunch</td><td rowspan="2">Study Lunch</td></tr>
<tr><td>12:30-1:00</td><td rowspan="2">Mindset Academy (Optional)</td><td rowspan="15">Family Time</td></tr>
<tr><td>1:00-1:30</td><td rowspan="3">Admin (SC, Ledger, App Central)</td><td rowspan="3">Admin (Case Prep)</td><td rowspan="4">Canvas 15 contacts</td><td rowspan="2">Lunch</td></tr>
<tr><td>1:30 -2:00</td><td rowspan="2">C of I Calls</td></tr>
<tr><td>2:00-2:30</td><td rowspan="4">Admin (SC, Ledger, App Central)</td></tr>
<tr><td>2:30-3:00</td><td rowspan="5">Call Clinic (20 Contacts, 6 Appts)</td><td rowspan="6">Client Meeting (Backup with Prospecting)</td><td rowspan="6">Client Meeting (Backup with Prospecting)</td></tr>
<tr><td>3:00-3:30</td><td rowspan="3">Admin (Case Prep)</td></tr>
<tr><td>3:30-4:00</td></tr>
<tr><td>4:00-4:30</td><td rowspan="8">Family Time</td></tr>
<tr><td>4:30-5:00</td><td rowspan="7">Client Meeting (Backup with Prospecting)</td></tr>
<tr><td>5:00-5:30</td><td rowspan="6">Family Time</td></tr>
<tr><td>5:30-6:00</td><td rowspan="5">Family Time</td><td rowspan="5">Softball</td></tr>
<tr><td>6:00-6:30</td></tr>
<tr><td>6:30-7:00</td></tr>
<tr><td>7:00-7:30</td></tr>
<tr><td>7:30-8:00</td></tr>
</table>

DON'T QUIT

When things go wrong, as they sometimes will.
When the road you're trudging seems all uphill,
When the funds are low and the debts are high,
And you want to smile, but you have to sigh.
When care is pressing you down a bit-
Rest if you must, but don't you quit.
Life is queer with its twists and turns,
As every one of us sometimes learns,
And many a fellow turns about
When he might have won had he stuck it out.
Don't give up though the pace seems slow-
You may succeed with another blow.
Often the goal is nearer than
It seems to a faint and faltering man;
Often the struggler has given up,
When he might have captured the victor's cup;
And he learned too late when the night came down,
How close he was to the golden crown.
Success is failure turned inside out-
The silver tint of the clouds of doubt,
And you never can tell how close you are,
It may be near when it seems afar;
So stick to the fight when you're hardest hit-
It's when things seem worst that you mustn't quit.

Author Unknown