

# Practice on Purpose

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LAMP

The logo features the word "LAMP" in a bold, blue, sans-serif font. The letter "O" is replaced by a stylized dragon with orange and yellow scales, facing left. The dragon's body forms the shape of the letter.

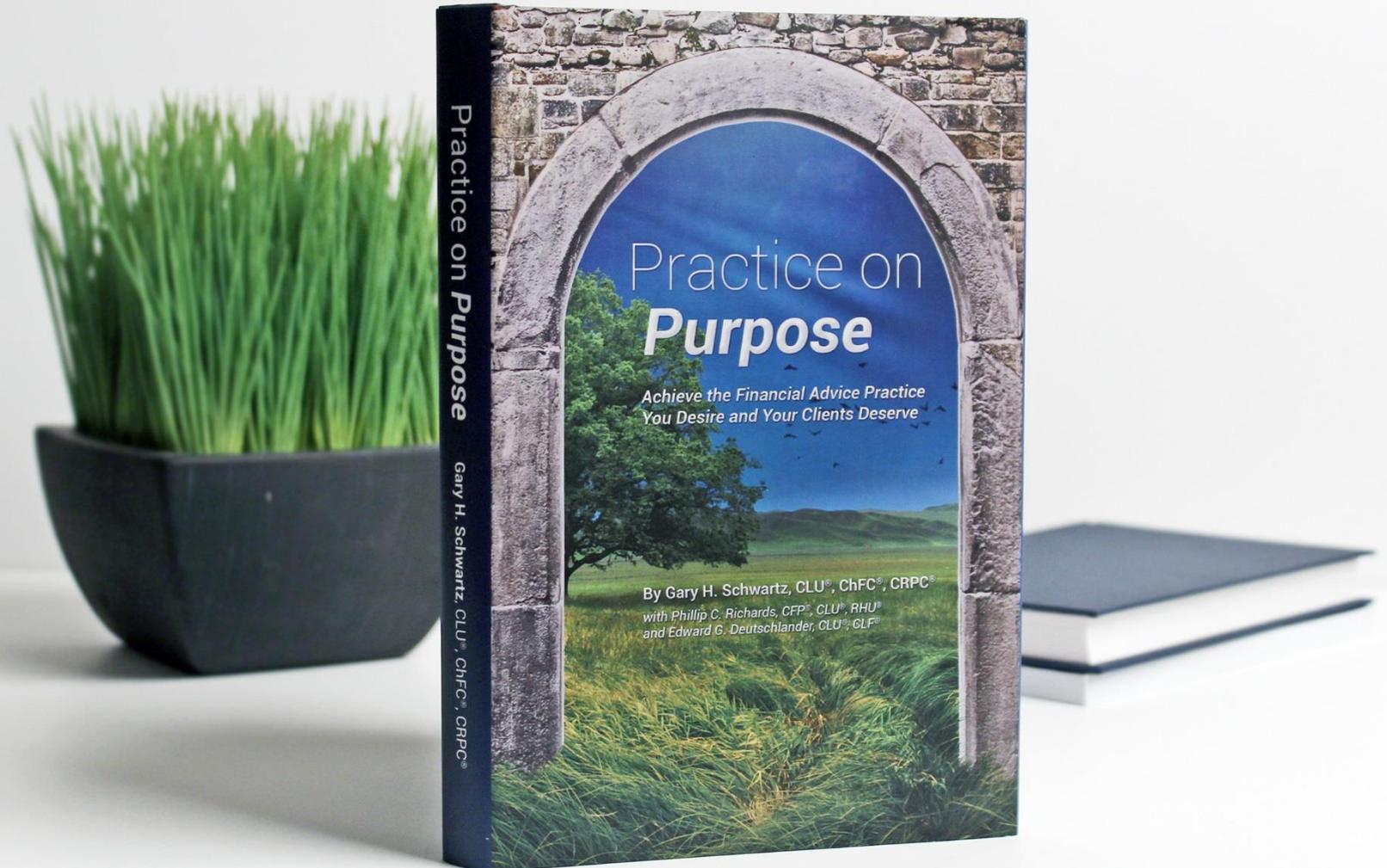
ASIA

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# PRACTICE ON PURPOSE



ED DEUTSCHLANDER  
& RICH CAMPE

# Be the First Believer

LEADERSHIP LIFE LESSONS

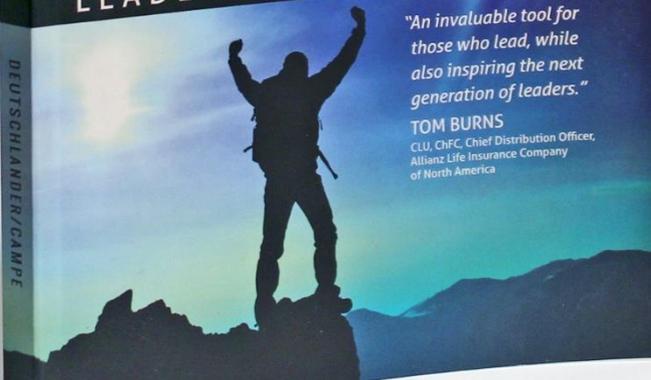
*"An invaluable tool for  
those who lead, while  
also inspiring the next  
generation of leaders."*

**TOM BURNS**

CLU, ChFC, Chief Distribution Officer,  
Allianz Life Insurance Company  
of North America

BE THE FIRST BELIEVER

DEUTSCHLANDER/CAMPE



# The Changing Lives, Forever Number

Total Client Engagements:

119,127

Face Amounts:

\$34,042,654,906

Cash Values:

\$1,579,402,232

AUM:

\$3,934,991,632

Disability Insurance:

\$4,489,800,000

**GRAND TOTAL:**

**\$44,046,848,770**



**\$53,421,923  
MILLION**

**LIFE INSURANCE BENEFITS  
paid in 2013/2014, serving,  
assisting, and saving **477** of  
*your* clients**

# North Star SNAPSHOT

COURT OF TABLE = **22**

TOP OF TABLE = **13**

Est. Revenue **\$55,000,000**

Life Premium in 2014 = **\$21,800,000**

Annuities **4.5M**

Disability Income Premium **\$4,450,000 in 2014**

Total assets under management **\$6,000,000,000+**

Team members-**142**; Advisors **159**

Fees **\$1,525,000**

Offices = **41** in 18 states; GDC = **\$26,700,000** est.

Growing Leaders

# Fresh Fish for Sale

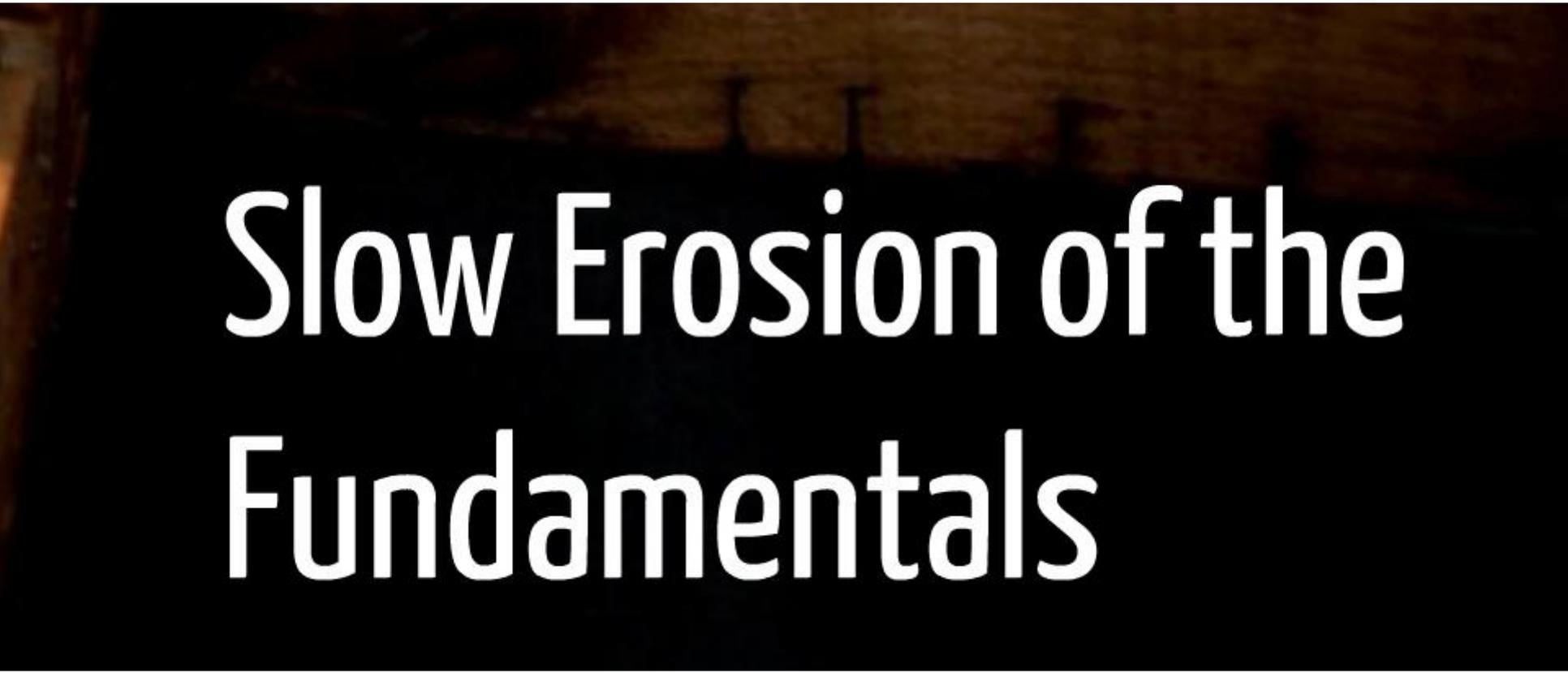


# Fish for Sale



# Fish





# Slow Erosion of the Fundamentals

# “BILLABLE HOURS”

| Level of Achievement | Face to Face | Hours Worked |
|----------------------|--------------|--------------|
| MDRT                 | 19%          | 58           |
| COURT                | 48%          | 54           |
| TOP of the Table     | 53%          | 51           |

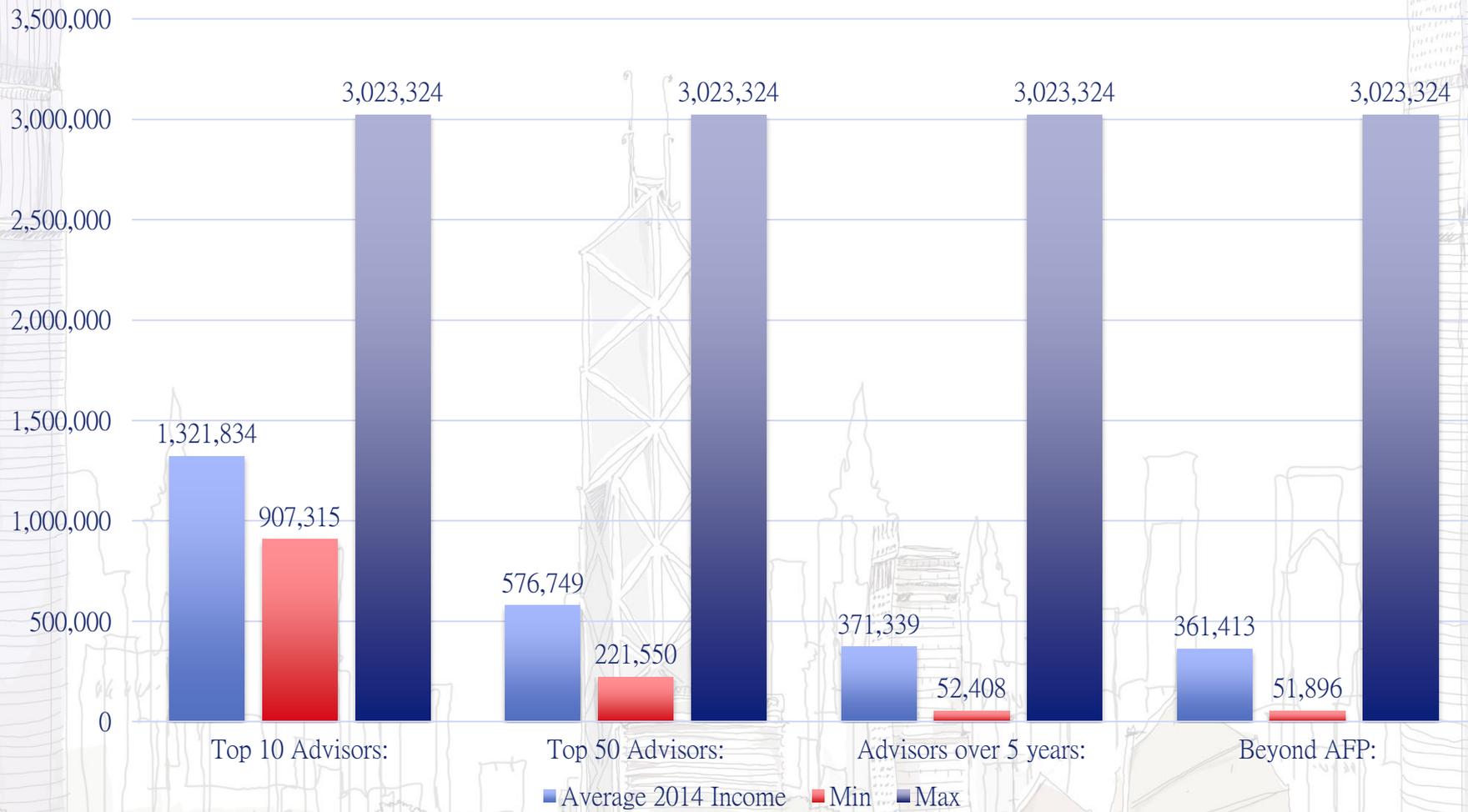
*“It’s Not About Working Harder, It’s About Working Smarter”*

# Keeping your Plane in the Air

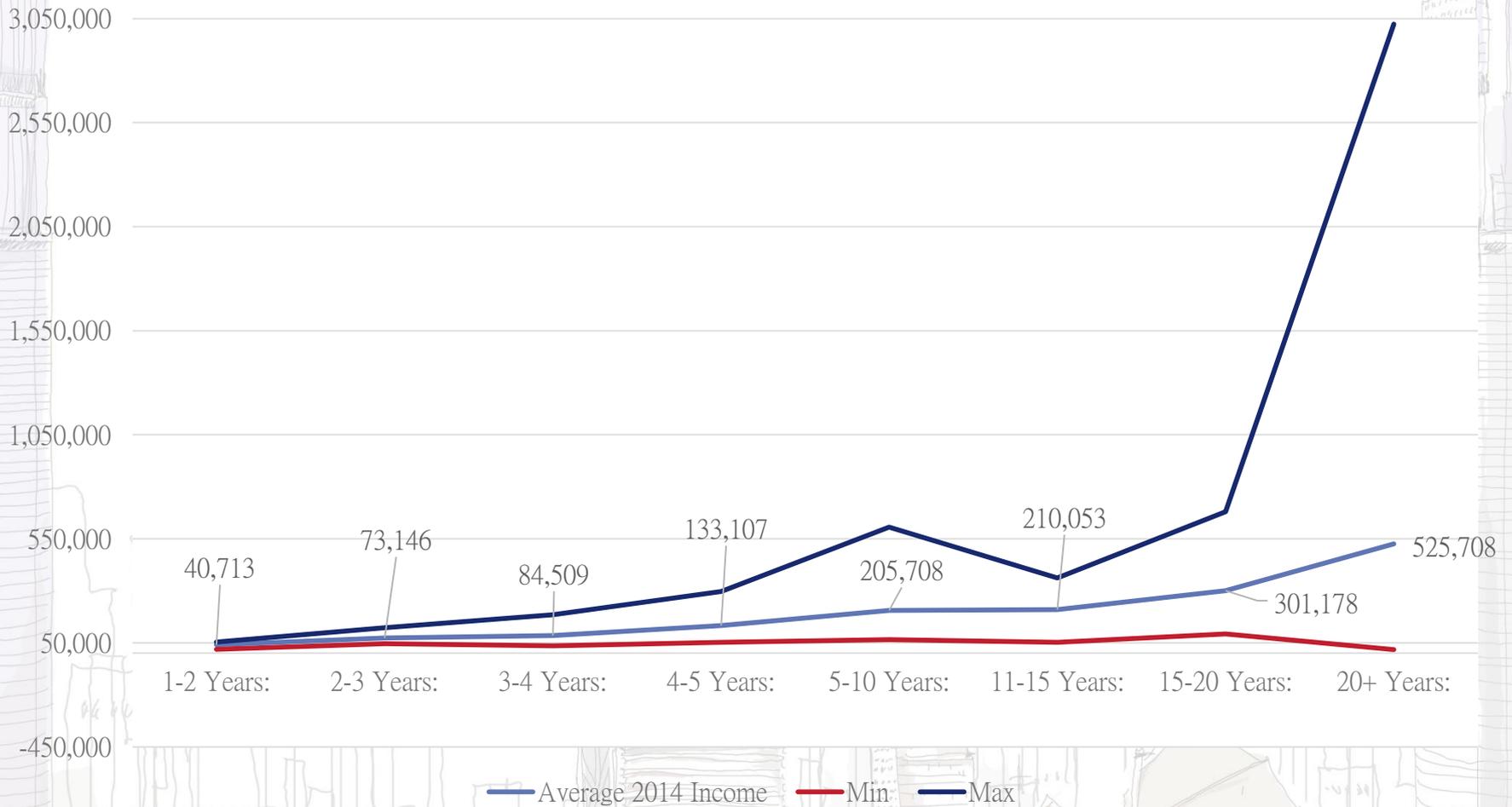
## **21 Key Functions of an Agent**

1. Marketing – Dinner Presentations
2. Sales/Selling the Plan
3. Strategic Planning  
Developing Marketing Plan(s)
4. Setting & Reviewing Goals
5. Annual Client Reviews
6. Tracking Activity
7. Teleconferences
8. Gathering Referrals
9. Follow-Up Emails/Notes
10. Case Preparation
11. Proactive Check-in Emails  
Proactive Servicing
12. Answering Questions
13. Continuing Ed/Stay Current
14. Cold Prospecting for Dinners
15. Setting/Rescheduling Meetings
16. Meet w/Staff & Assistants
17. Office Administrative Duties
18. Client Servicing – Return Emails/Calls
19. Compliance Related Duties – Reviews
20. Completing/Processing Apps
21. Placing Stock & Mutual Fund Trades

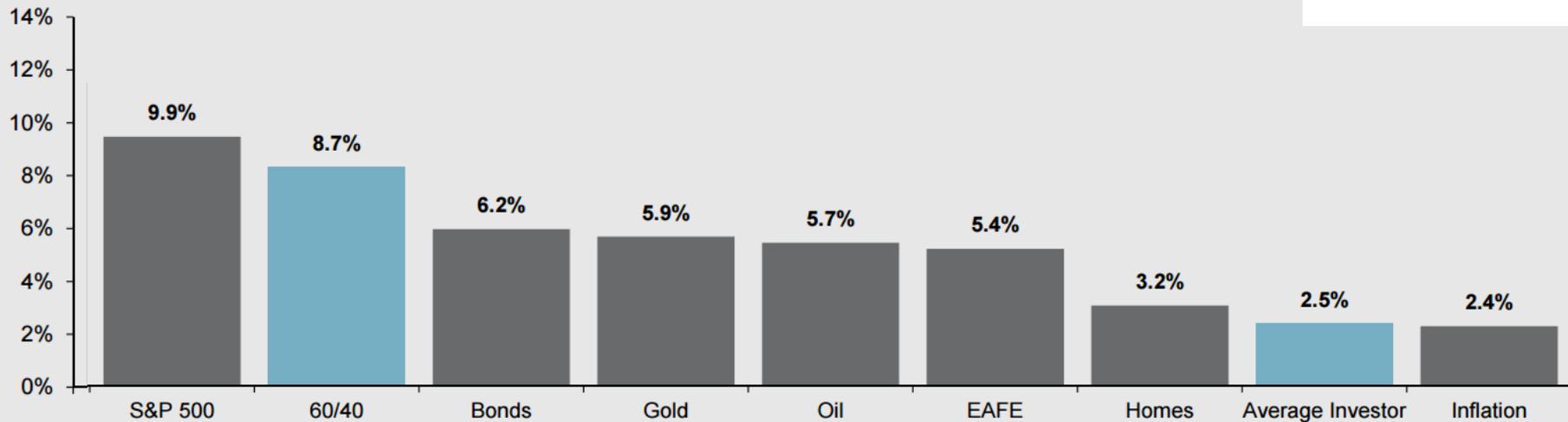
# 2014 Average Advisor Earnings All Sources



# 2014 Average Advisor Earnings by Duration



**20-year Annualized Returns by Asset Class (1995 – 2014)**



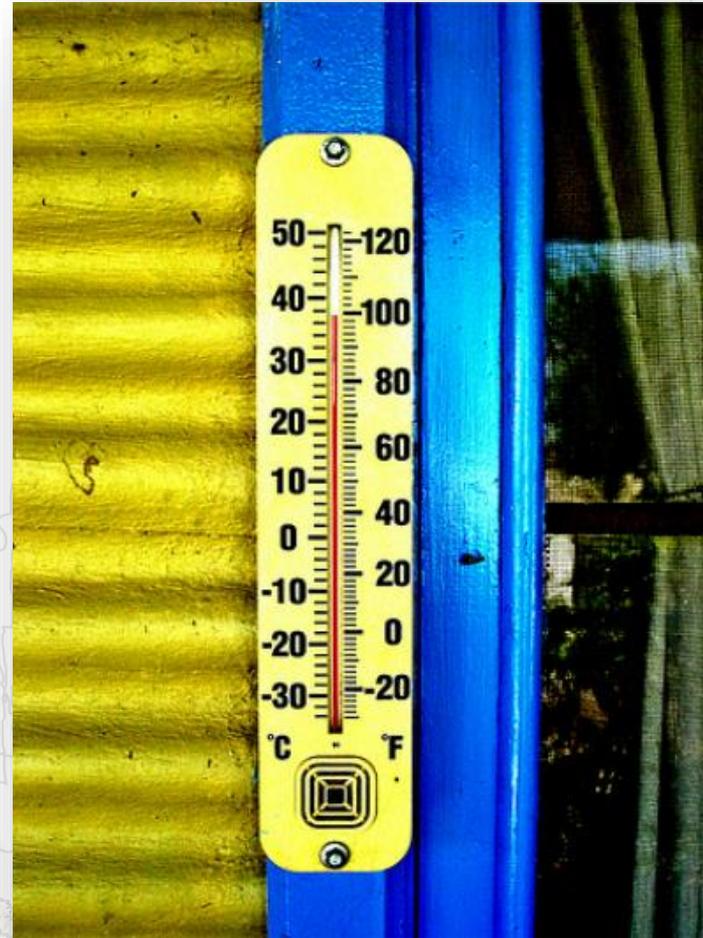
# Law of Limited Performance

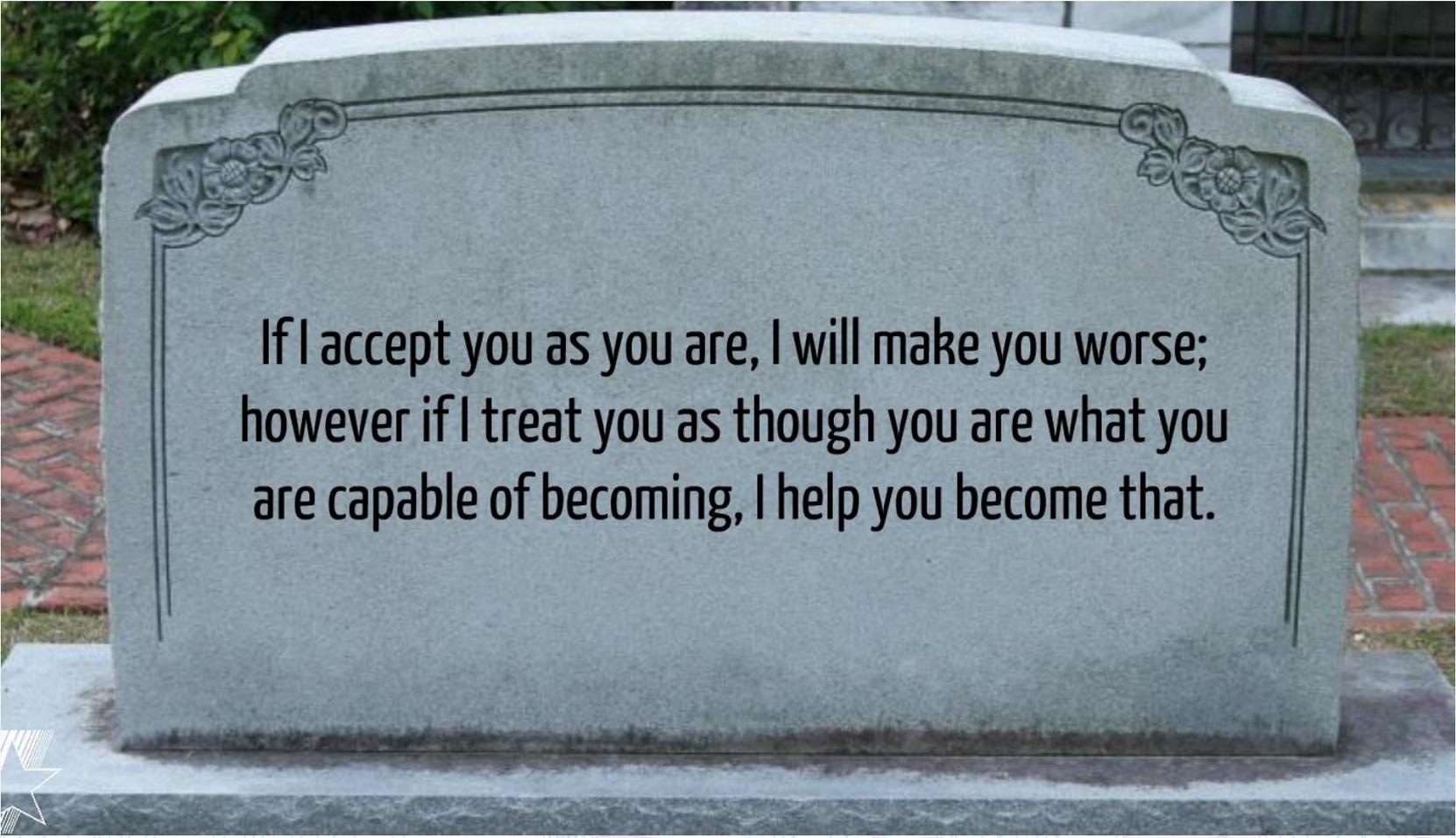
People soon discover the level of performance you will settle for as their leader and then gravitate to that level.

# KNOWING YOUR VALUE



# Are You a Thermostat or a Thermometer?





**If I accept you as you are, I will make you worse;  
however if I treat you as though you are what you  
are capable of becoming, I help you become that.**

# Common Denominator of Success

The secret of success of every person who has ever been successful -- lies in the fact that he or she formed the habit of doing things that failures don't like to do.

# Big Trophy Day

## Goal vs. Vision

|                         |                           |
|-------------------------|---------------------------|
| Run a Marathon          | Crossing the Finish Line  |
|                         | Feeling of Accomplishment |
|                         | Discipline                |
| Earn \$1,000,000 a year | House                     |
|                         | Auto                      |
|                         | College Graduation        |
|                         | Wedding                   |
|                         | Charity                   |

Goal is the **WHAT** | Vision is the **WHY**

**“Big Trophy Day”**  
**9:00 a.m.**



# “Big Trophy Day”

2:00 p.m.



# Big Trophy Day Part II





# “Big Trophy Day”



- Do you have a “Big Trophy Day”?
- What is your vision?-Crystal Clear! AIM HIGH!!
- If you want people to join your cause you better tell them where you are going and the part they play!!
- You become what you think about

# WHY will you absolutely accomplish your goals?

- The WHY is different for everyone. It must be personal and significant.

Facts...

- “I don’t want to leave this career”
- “I want to have my spouse quit working”
- “I want the respect of my peers/managers”
- “I want to make a significant contribution to my church”
- “I want to help parents retire (or buy them a house)”
- “I want to pay for my child/family’s schooling”
- “I want a house”
- “I want to be debt free”
- “I want to be rich”
- “I want to make a difference”
- “I want to pay for my brother’s degree”

# Recruiters Creed

Nothing happens until someone recruits somebody. An organization stands still, there is no culture, no vision, no opportunity, no future. An organization builds upon people or it builds on nothing at all. With every new candidate comes potential, with every new recruit comes hope, with every additional person comes a new perspective, a new mind, a new heart. What happens when you recruit someone? You give them an opportunity, a future, a reason to live life to the fullest each and every day. A chance to do something very few can do in life, to truly make a difference in touching the lives of others. We are fishers of people; we are making a difference.