

# Life Insurance Leads Hard to Come by

Ned Vedo December 29, 2014



Internet insurance leads

**Without a steady flow of fresh qualified leads, it makes it hard to make a living selling life insurance.**

([Newswire.net](http://Newswire.net) -- December 29, 2014) -- Every life insurance agent and broker knows how hard it is to make a living selling life insurance when you don't have enough fresh qualified leads coming in on a daily or weekly basis. Traditionally, insurance agents have been taught to start with their circle of influence, and start booking appointments and interviews with their friends, family and business contacts first. The problem with that system is that it rarely works any more. Even if it did work in the past, eventually, every agent will run out of contacts, and unless they are a master at getting referrals, their leads will dry up, and so

will their income.

There is a new breed of insurance agents emerging over the last few years, these agents have become masters of lead generation over the internet and have an unlimited supply of leads coming in on an ongoing basis. Once such agent is Ned Vedo from Ontario, Canada. He has been generating his own leads online since 2006 and couldn't be happier in his business. Ned says that he never runs out of people to talk to, in fact he even has too many leads then he can handle himself.

Because of that, Vedo has started to offer consulting to other life agents across the US on how to generate life insurance leads as well. Ned is not licensed to sell in the United States, and he is happy to share all his secrets, since that will not cause any competition with his fellow insurance agents in Canada.

"I don't want to work with just every agent out there" says Ned because not every agent will be a good fit. He started a company called [marketingclub.ca](http://marketingclub.ca) where life agents can sign up for a free 20 minute consultation, and find out if they would be a good fit to work with him or not. One of Ned's secret weapons is a proprietary lead generating website that has a strong call to action on it, so it attracts consumers to leave their information on the site, in exchange for getting a life insurance quote online.

Part of the consultation deal is that he will provide a lead gen web site for every agent that he decides to work with. This site will have a functional life insurance comparison calculator, which some of the larger agencies are using on the internet. The leads will then be funneled to the agent's database where the agent can then use them to follow up and sell them a policy. The system works like a well-oiled machine, and can eventually be run on autopilot.

Some of the criteria in how Marking Club will determine who they can work with is the following: The agent must be able to sell more than one insurance company, so if they are a captive agent, it wouldn't work. They must be somewhat successful already and know how to sell insurance. They should also have a budget set aside for improving their career and have a desire to sell more.

This is a much better way of generating leads than what many of the agents are currently doing, things like buying leads from other companies. When you buy leads from lead aggregators, you could be paying a whole lot of money for recycled leads that have been used and sold to other agencies, and may not be very productive. According to Ned Vedo, the best way to generate leads is to generate them yourself, and be in control of the whole process, so you get the best quality life insurance lead possible.

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