

Potential Profit Analysis

Take 5 minutes to complete the analysis below. This exercise will reveal the potential profits in your Medicare client book:

Step 1

Determine how many qualified prospects you have in your book

	Your Numbers	Sample Advisor
How many clients do you have in your book:		1,200
Divide your numbers by 2:		600
Total number of potential appointments:		600

Step 2

Determine your income potential

	Your Numbers	Sample Advisor
Total number of potential appointments:		600
Divide your potential appointments by 2:		300
Multiply your final number by \$3,000:	\$	\$900,000

Step 3

Your Personal Potential Additional Income

\$