



# Kindness is Contagious

## How to Increase Sales and Boost your Reputation



**D**uring my career as a professional Allstate agent, I've tried just about every conceivable method of marketing imaginable. I admit that some of those ideas were stinkers, but I let somebody talk me into trying them anyway. I have tried internet leads, magazine ads, TV and radio, school and athletic sponsorships, trade shows, Chamber of Commerce functions, direct mail, etc. I even hired a firm that specialized in "restroom" advertising; they strategically placed my poster-style ads in the stalls and at eye level above the urinals in restrooms all across town. And they were noticed. I'm not certain how much business they generated, but we got a lot of humorous calls from customers and competing agents!

What I have learned is that most legitimate forms of marketing will produce

results, but some produce better results than others. I have also learned that repetition matters. The more people see your name, the more likely they are to do business with you.

But getting your name out there comes at a hefty price. And with lower commission rates on the way, agents will have to find ways to stretch their advertising dollars farther than ever before. I plan to shun those costly – and typically disappointing – marketing schemes that are often enthusiastically proposed by management. I also plan to pare back on internet leads and other forms of marketing in favor of the hands-on, community-based marketing approach I am currently using with great success.

Like most agents, I have fallen for some sure-to-fail marketing programs in

my career. As a result, I am much wiser and far less gullible than I was in my early years. These days I am more skeptical, which makes it harder for someone to put one over on me. Interestingly enough, when I was first introduced to The Kindness Revolution™, I didn't experience any feelings of doubt or skepticism. Instead, I found myself wanting to learn more about it. And when I learned more about it, I wanted to share it with other Allstate agents, which is why I am writing this article.

In recent times, Allstate agents have few advantages over the competition. We are not competitive in most markets, yet we are still required to achieve our "business objectives" or we stand to lose our livelihoods. I became angry because there weren't enough tools in my toolbox to overcome the price differential between my rate and the competition's. But partnering with The Kindness Revolution™ (TKR) is changing all of that for our agency.

Before I tell you more about our experiences with The Kindness Revolution™, let me provide you with some background about this remarkable non-profit organization.

Named after a popular book of the same name, The Kindness Revolution™ is a movement that seeks to raise the awareness of wholesome values – such as kindness – among business leaders, in schools and local communities and amongst consumers. As we began to look more closely at The Kindness Revolution™, it became clear that nobody is opposed or offended by the values it espouses. Examples of the values it stands for include its anti-bullying and anti-texting while driving campaigns. Needless to say, these are values that any responsible person would support.

This shared commonality among business and community leaders is a key attraction of The Kindness Revolution™. These leaders want people in their communities to know that they cherish positive values. It's no secret that consumers want to do business with like-minded businesses, especially those that are located within their own communities. This is where The Kindness Revolution™ excels. The idea is to bring groups of local leaders together to promote the principles of kindness to their clients and the public. These tightly-knit groups share referrals with each other as well as host joint events in conjunction with The Kindness Revolution™.

As you read this article, I can envision a puzzled look coming over your face as you wonder, "Why share this idea with other Allstate agents?" My answer is: "Why not?" Participation in The Kindness Revolution™ is done on a local basis. If I am participating in my community, why should I mind if other agents do the same thing in theirs? Besides, I don't want State Farm agents or Farmers agents to be the first to know about it – I want Allstate agents to be "first on the block" for a change.

After seeing the potential of TKR and what it could do for Allstate agents across the country, we approached NAPAA about spreading the word to the agency force. They agreed with the understanding that it would be offered to NAPAA members first. The roll-out to the members began in August and will continue until early October, around the time this magazine is distributed to the full agency force.

NAPAA acted quickly because it wanted Allstate agents to be the first to be able to seize upon The Kindness Revolution™ opportunity. There is no doubt that other agent groups and/or insurance companies will follow suit. But if Allstate agents respond enthusiastically, as we think they will, they will be the first to establish a presence in their communities, driving more business to their agencies. Of course, there are multiple Allstate agencies in most markets, so it will be important for interested agents to act quickly.

I'm confident that many of you have

been involved in other networking groups which have brought you some degree of success. I've experienced the following negatives in such groups:

- No exclusivity. Oftentimes, there are other competitive insurance agents in the group. This is especially difficult for a new agent trying to overcome the 'good old boys' in the group. If you form your own group with TKR, you decide which business owners should be invited into the group.

- Whether you are the only insurance agent in the group or one of several, you are always viewed as peddling insurance. And as we know, many folks shy away from us because of the business we're in. With TKR this doesn't happen; you are involved because of the principles you believe in, making your occupation secondary.

We were ecstatic to meet Ed Horrell, the founder of The Kindness Revolution™. His input was invaluable and

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helped us in our decision to participate. Early in the process, we were introduced to the Community Champion program. This gave us the opportunity to:

- Meet and join together with like-minded business owners from other industries, who support the initiatives of The Kindness Revolution™.
- Benefit from referrals from like-minded business owners in our group.
- Work with schools in our community to promote anti-bullying, sportsmanship, anti-texting while driving, and the “It’s Cool to be Kind” campaigns.
- Become the local voice of kindness in our community.
- Network with consumers and consumer groups who have similar goals, resulting in more leads for our agency.
- Determine for ourselves how much time we want to devote to the program. TKR is very flexible, leaving the level of participation up to us. In our case, we opted to be an active participant. Our motto and battle cry is: “The more you put into it, the more you’ll get out of it!”
- Last, it gives us a warm fuzzy feeling to know the causes we’re supporting will help to create a more civil society for everyone.

We have had great success with The Kindness Revolution™. Thank goodness we had the vision to sign up under the Community Champions program. It has been an awesome experience, not only because it brought more sales opportunities to our agency, but because it has motivated everyone in the agency to become more involved. The interesting part of all of this is that new sales are simply a by-product of the process. The overriding reason we initially decided to get involved was to generate more sales, but as we watched the process unfold, it became clear that the increase in sales was due to the good things we were doing and people wanted to reward us by buying from us. The other thing we’ve noticed is that price has become less of an issue. It seems people will pay more if they like you and the cause you represent.

As we know, loyalty to the agent runs deep in the insurance business, so it is gratifying when people tell us that they are buying their insurance from us because they like what we’re doing. The moral of

the story is that kindness begets its own rewards. Not only are we seeing more and more sales as a result, but the positive messaging of the campaign has invigorated everyone in the agency, creating more camaraderie and giving us inspiration and peace of mind knowing that we are giving something back to our community.

“ *The other thing we’ve noticed is that price has become less of an issue. It seems people will pay more if they like you and the cause you represent.* ”

Additionally, we are able to accurately measure our results. We know how many leads and referrals we receive and can calculate the commissions we’ve earned. And since we’ve joined together with other business owners, not all the leads we receive are for home, auto and EB. We also get commercial leads, workplace leads and life insurance leads. In fact, we recently closed a million dollar life sale as a result of one of our “mini-events.”

We were pleased when NAPAA became an ardent supporter of The Kindness Revolution™. At our suggestion, they booked Ed Horrell as a guest speaker at their national conference this past June. Now NAPAA is onboard and is leading the way to introduce The Kindness Revolution™ to Allstate agents. NAPAA understands that the key to success is for Allstate agents to be the first in their communities to become Community Champions. They also know that success in any business is largely dependent on business owners being able to recognize winning strategies and be the first to capitalize on them. This is why they are leading the charge to acquaint Allstate agents with The Kindness Revolution™ ahead of the competition. Let’s face it; Allstate agents need an edge dur-

ing these times of sagging agent morale and uncompetitive rates.

After reading Ed Horrell’s book, I had a paradigm shift in the way I looked at society. Our everyday world is fraught with man’s inhumanity to man and too little kindness. We see this in all parts of society from politics to religion. What I have decided to do in our agency is to seek out clients from our book of business who exemplify the kindness lifestyle and reward them with recognition. The Kindness Revolution™ provides a way to recognize everyday folks who do good things for the benefit of all. As an example, I have a client who is a teacher and an investor with rental properties. Last year, she started working with highly regarded charities that help place homeless people in her vacant rentals. Now she’s started a program encouraging other investors to help. The school administrators where she teaches are thrilled with the idea that one of their teachers is being recognized for her generosity and devotion to a worthy cause. She and her school will always remember our agency, The Kindness Revolution™ and, of course Allstate.

There is so much more to tell you about The Kindness Revolution™ and I wish I had the space to say more. I’ll conclude by saying that TKR gives us great ideas, support, examples of printed materials and giveaways, social media assistance, press releases, posters, and much more as we market and network in our community. The process is simple, straight forward, and effective. I can safely say that it is like nothing else I have ever seen.

Find out how you can become part of The Kindness Revolution™ by calling TKR founder Ed Horrell at **901-757-3768** or by sending an email to **Allstate@TheKindnessRevolution.net**. For priority service, be sure to mention you are a current or former Allstate agent.

Thank you for allowing me to share my experiences with you. If you decide to join The Kindness Revolution™, I hope you’ll consider writing a letter or article for publication in a future issue of *Exclusivefocus* magazine so other Allstate agents can benefit from your successes. **Ef**

*Editor’s note: For additional information, visit [www.TheKindnessRevolution.net](http://www.TheKindnessRevolution.net).*



**THE KINDNESS REVOLUTION**

**TheKindnessRevolution.net**

**The Kindness Revolution™**  
Welcomes its new partnership with NAPAA

Our goal is to start a Revolution of Kindness in every community.  
To do that, we need a local face to be our Community Champion.

Watch your sales skyrocket when you become the first and only agent  
in your community to represent the movement that will make  
people smile every time they think of you!

**The Kindness Revolution™**  
Simple, Powerful, Affordable and Effective

For one Allstate agency's experience, read the accompanying article titled "*Kindness is Contagious*"

For more information email us at: [allstate@thekindnessrevolution.net](mailto:allstate@thekindnessrevolution.net)

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