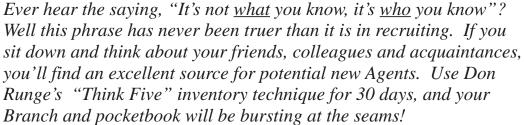
LEAD GURU

How Do You Find New Agents? Ask Your Friends!





Let the people you know help improve your business. See how many of your acquaintances and friends fall under one of these categories.











A nominator is usually someone you've known for a long time like a friend or neighbor, who can refer you to a number of potential recruits.

These are prominent figures in a community such as doctors, lawyers, city officials, etc. They have several contacts and their recommendation carries a lot of weight.

Everyone has a network — people you know from a club, church, alumni association, etc. And the people within your network, have a network of their own — so the possibilities and number of recruits are endless.

Anybody you know who is out of work, unhappy with their job or lacks job stability, could be your next new Agent.

When you are recruiting, don't miss the chance to make a sale. Use the three-foot rule: tell everyone you encounter within three feet about the great product line offered by United American.

Looking for more recruiting ideas from the Lead Guru? Then attend one of our New Agent Training Schools! "Professor" Runge gives students informative tips on both recruiting and lead generating. Find out when the next school will be in your area on the next page!