

Building an Agency

Action Steps to Get Started

WHAT IS AN AGENCY?

The dictionary defines it this way. a·gen·cy Noun/'ājənsē/1. A business or organization established to provide a particular service, typically one that involves organizing transactions between two other parties. What Is A Legal Shield Agency? It is a way to build your future and make your dreams come true.

WHY BUILD AN AGENCY?

First of all, leverage. Without it, it's all up to you and that is not much different than having a job if you intend to do this full time. And second, legacy. With a thriving agency, you have the opportunity to not only build out your own retirement, but to leave a financial legacy for your family. Wouldn't that feel good?

PARTS REQUIRED

Your Vision is required first and foremost. Without it, there is no destination in mind and consequently there is roadmap that can be developed for others to follow. Your leadership is also required to show others the way. To ease their path so that your agency can be built with talented folks as well as folks who need to develop their talent. And then you will need an architecture/design/business plan of some kind. Something you can write on your whiteboard at home showing how and where you will build out. You will need a system for recruiting/training new agents so that they can come into your agency with the highest chance of success. Marketing and Sales of course are the pillars of success that will be required because this is where the activity takes place for producing revenue. With support of your agents and your clients you cannot

build a sustainable model for growth so factor that in your plans. And finally, inspect what you expect by having a good reporting system to let you know where your agents and clients stand at all times.

CONSIDERATIONS

Are you going Virtual or Brick and Mortar? Unless you get your real estate for free, I would avoid leasing office space until your agency is CONSISTENTLY producing day in, day out without your help. Do not fall into the trap of incurring expenses while you are still building out your model. How big do you want it to be? Your agency can be as wide or as deep as you have bandwidth to support it. Go no more than 5 or 8 wide at any time. Show these leaders how to build out and down. You can only personally work with so many people at once. And do not forget to build into your agency a person to do group. You may need to partner with a good group person for a while but ultimately; you want that on your team.

PUTTING IT ALL TOGETHER?

Learn How To Produce Yourself. All leaders are producers. You get good first. Then teach others how to produce. It is these two things mastered well that form the building block of your agency and allows you to be scalable. Implement your systems one leg at a time so you can effectively manage the growth and tweak it along the way. And then again, inspect what you expect so that there are no surprises.

LegalShield & GoSmallBiz provides all of us with an amazing opportunity to build a lifelong sustainable business.