



Attention Individual Advisors:

Do You Want to Book More Meetings and Close More Deals?

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Are a successful life insurance-based advisor who is committed to excellence and top performance? Jim Ruta is the world's most experienced life insurance sales coach and will help you level up your results every month. Jim has been coaching top advisors like Van Mueller and George Sigurdson for decades and has the experience and expertise to help you book more high value meetings and close more “big dollar deals”. He will help you Create the Heat in your business to maximize your results.

Jim Ruta's unique wit and wisdom, and engaging style makes good advisors their best. He makes learning and achieving fun like no one else. This is not traditional coaching in today's “life coach” sense, so if that's what you want, please look elsewhere.

Jim's your mentor, coach, confidante, and cheerleader - intimately involved with every aspect of your business, helping you do more of the right things and avoid the wrong things altogether. You can ask him anything and if he hasn't got an answer, he knows someone who does. But one thing's for sure – you will do more business!

That's why he has helped top quality new advisors qualify for MDRT and successful MDRT qualifiers qualify for Court of the Table and Top of the Table, many times over. His client list includes Van Mueller, George Sigurdson, Sim Gakhar, and Amy Tong. So, wherever your production is today, if you are prepared to take advice and put in the effort, you will do much better, faster with Jim.

Working with Jim Means:



THE advisor in it.

1. **You have a world-class sounding board** for all your ideas, issues, and to help you handle problems and solve issues.

2. **You will focus yourself** and your business to get the best return on your effort, resources, and time.

3. **You'll customize your sales, marketing, prospecting,** and practice management systems to be more productive and profitable.

4. **You'll find your ideal market** and learn how to be

5. **You'll create personalized prospecting and sales approaches** based on what you do best but build on a strong foundation of what works globally – so you win more high paying clients.

6. **You'll learn Jim's unique new way to present ideas, policies, and strategies** to your prospects so they understand them quickly and can act on them immediately.

7. **You'll build a list of custom “Benefit Revelation Questions”** that will get prospects asking YOU for help and dramatically improve your prospect conversion rate and help you sell more, faster. *Jim is the world's number one practitioner of this strategy developed by working with clients like Van Mueller and Bruce Etherington.*

8. **You'll learn how to prepare repeatable, compelling sales approach scripts** and make them natural for you and your market.

9. **You'll discover a new way to “Interpret Illustrations”** not just translate them so prospects understand what the product does, means, and how they help.

10. **You'll develop a memorable personal and business style** that attracts introductions, referrals and new business and makes clients feel their best working with you.

11. **You'll manage your time and your business** in the simplest and most effective way to achieve faster and enjoy life more.
12. **You'll install a high-performance work week** and work year strategy that automatically drives your success to the limit.
13. **You'll handle compliance issues** and deal with regulators simply and successfully when necessary.
14. **You'll write compelling emails** that get you more prospects and business.
15. **You'll learn how to write, produce, and deliver short social media videos** that build your personal brand.
16. **You'll learn how to repurpose these video scripts** into a regular newsletter that gets action.
17. **You'll learn how to be an advisor who speaks professionally** and can deliver MDRT main platform speeches, Focus Sessions, and Top of the Table talks. Discover what to say and how to say it to be world-class. Jim's been there and will show you how.
18. **You'll access international advisor strategies** to help separate you from your peers in your marketplace.
19. **You'll have a place to take any issue** and get helpful direction so you can relax.
20. **You'll achieve the peace of mind you want** and the results and income you deserve!

Become the Best You

You can be a new breed of professional life insurance agent when Jim Ruta is your tactical coach. He is not for everyone but if you are a high performer who values integrity, humility, and caring over profit, you can achieve more than you have dreamed with his support.



JIM RUTA COACHES – *Book More Meetings & Close More Deals*

Your coaching investment in yourself is \$20,000 per year but can be paid at \$1700 per month plus applicable tax with a one-year commitment. *Please don't start if you can't commit.*

Your investment covers one 2-hour private session per month based on our schedules PLUS 2 additional hours of zoom, telephone, and email coaching and consulting between sessions. Additional time for other custom projects is available at \$400 per hour.

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All sessions are by Zoom video call and are recorded, summarized, and transcribed by Otter AI so you can't miss an idea.

All the materials Jim creates for you or provides to you are yours to use as you wish without royalty or credit. Jim may reposition the material for his own use too.

Text or WhatsApp Jim to arrange a time to see if you fit his approach. +1-416-689-7882. You can email him too at jr@jimruta.com.

God bless.