

## Is the Grass Really Greener?

Have you ever noticed that the people who say, “The grass is not greener on the other side” have usually never been on the other side? Fear of change is one of the most powerful motivators or demotivators that exist and people go to great lengths to try and avoid change. However, it has been my experience in life that changes we try to avoid the most are often the best thing that could happen to us.

When it comes to freedom versus captivity, particularly in our industry, freedom is always going to have greener grass than where you are dictated to by some corporate entity with limited products and systems with one size fits all mentalities, etc. People seldom leave freedom to return to captivity, but they often leave captivity for freedom, almost never returning to captivity once they have tasted freedom. In a free society such as HBW, we know people are going to explore options and expect it; but we believe our model is so compelling that even if they look elsewhere, they will have a hard time finding something better.

When someone considers leaving a captive organization to join a new entity, their biggest concern may be that they think they have to start all over again. In fact, the reality is that when you embrace change as a new opportunity, you are not starting over but simply building on what you already know. It gives you the freedom to express yourself in your business, as you envision what your corporate work of art should be. When a corporate executive is recruited by a new company or a great athlete moving to a new team, perhaps offering an increased salary, higher position, better benefits, etc., they are not starting over again. They are simply taking their skills and talents to the new entity for a perceived greater opportunity.

One of the main comments people make at captive organizations trying to retain their people or rationalizing why they shouldn't leave themselves is that even if you leave to go somewhere else, nothing is going to change. You still have to recruit; you still have to sell, etc. While you still have to do the work, there is a huge fundamental difference that they fail to realize until after they left.

When you are working in a captive environment, working for a particular company brand, you are forced to love that brand and try and place every client with that company, often trying to force square pegs into round holes, having to try and convince someone to own a certain product or philosophy. For example, if you sell a particular brand of car and someone you know wants to buy another brand you don't represent, you either try and convince them to buy your brand or lose the potential client. You are choosing a brand over a client.

When you are independent and free to find the right product for every client regardless of brand, you are now able to love your client and serve their needs. Again, it would be like a car salesman who has access to every car, make and model and is free to find and negotiate the best deal for their client. You are choosing your client over any particular brand. It is the same basic work but with a different perspective that changes the entire approach to what we do and how we do it. This is why it can seem much harder to do business at captive companies and so much easier in the independent market place.

A couple of other myths that have been propagated by some people in captive organizations are, “no one ever makes money when they leave” and “if you can't make it here, you can't make it anywhere”. When you have more markets and vastly better products, support and compensation available from companies and carriers competing for your business instead of controlling your business, your opportunities and income potential are dramatically greater. Also, consider that your present company was likely founded by someone who had been frustrated where they were and had to overcome their fear of change in order to step out and start a successful business.

You should know that every company has a right to do business as they choose, in markets they choose, but so do you as well. We use the expression “horses for courses”; in other words, for every business there are people who will embrace it and others who will not. One thing is certain, when your values and actions are in alignment, you are more likely to be happy and fulfilled. When your values and actions are

NOT in alignment, you will most likely be somewhat miserable and frustrated, no matter your level of success.

Just because the first company that recruited you into the business says something is true, does not make it definitely so. All companies have agendas, and captive companies often provide a strong level of "influence" to get their recruits thinking and believing in a certain way. One tip-off is that they generally or specifically instruct you NOT to speak to the competition, us or anyone else. This is your clue that they are afraid of what you may learn. We at HBW don't concern ourselves with whom our associates speak to because we know that in almost every case that conversation will solidify our relationship.

Over the years there have been hundreds, if not thousands of people, who have found their way to HBW and the opportunity to be free and build the business that they dream about, whether as personal producers, agency builders, or whatever they envision for their business. We have had people double, triple, quadruple, even ten and twenty times their best ever incomes after leaving other places and joining HBW.

At HBW you have the ability to build a large, dynamic financial services organization in multiple aspects of our industry with among the most competitive and reputable companies and carriers in the industry. You and your team have access to products and services that will allow you to help nearly every social and economic stratum in our country. You can do this with brand new, unlicensed people looking for an opportunity to change their lives, as well as licensed professionals seeking a better model to build the business of their dreams. We believe we are the best place to do this compared to anywhere else that presently exists in the independent market place.

Building a business your way within the HBW system can provide a level of freedom and joy that may be unprecedented in your business career. Don't you deserve to be free and happy?