



How 2 Create an Insurance Agency Business Plan: A simple Yes or No based questionnaire

Billy R. Williams PhD

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A business is a promise to consumers that your company will deliver certain products and services in a professional, knowledgeable, and efficient manner. A business without a business plan is a business that is making promises that it has spent very little time preparing to keep. The same holds true for a business that has employees. The employees are depending on and clinging to the promise that the business will provide a stable work environment and a steady paycheck if the employee does what the leaders in the business asks them to do. Again, a business without a business plan is not prepared to deliver on those promises. Written by Billy R. Williams. Billy is President of the Williams Family Agency Investment Group Inc. The group currently has 49 member agencies and produces over \$600 Million in production annually. He is an expert at helping insurance agents and agencies double or triple their current production using no cost conversations and processes, low cost, efficient, marketing and advertising platforms, and technology.

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