

**insurance**  
**FUNNELS**  
*Academy*

# Before We Get Started

Please reduce your distractions...

- ☐ Exit all social media.
- ☐ Silence your phone.
- ☐ Close your inbox.
- ☐ Shut your door.
- ☐ Time to focus!







**Get Notepad & Pen**



# MEET JOSH MONEN

## Founder & CEO of Insurance Funnels

- Was a P&C agent for about 5 years in Portland,OR (Learned Insurance Sales)
- Quit job 14 years ago to go full-time in my online business (Learned Copywriting)
- Was Marketing Director for Agency Revolution (Learned Insurance Marketing)
- Started Insurance Funnels 9 years ago
- Host of the Insurance Agent Summit







# Week 1:

Laying a Solid  
Foundation



**FOUNDA'TION**, *noun* [Latin fundatio, fundo.]

**The basis or groundwork, or anything; that on which anything stands, and by which it is supported.**



**Different foundations for  
different visions.**



# Big Vision = Big Foundation





# Small Vision = Small Foundation





**Which is why it's important to...**

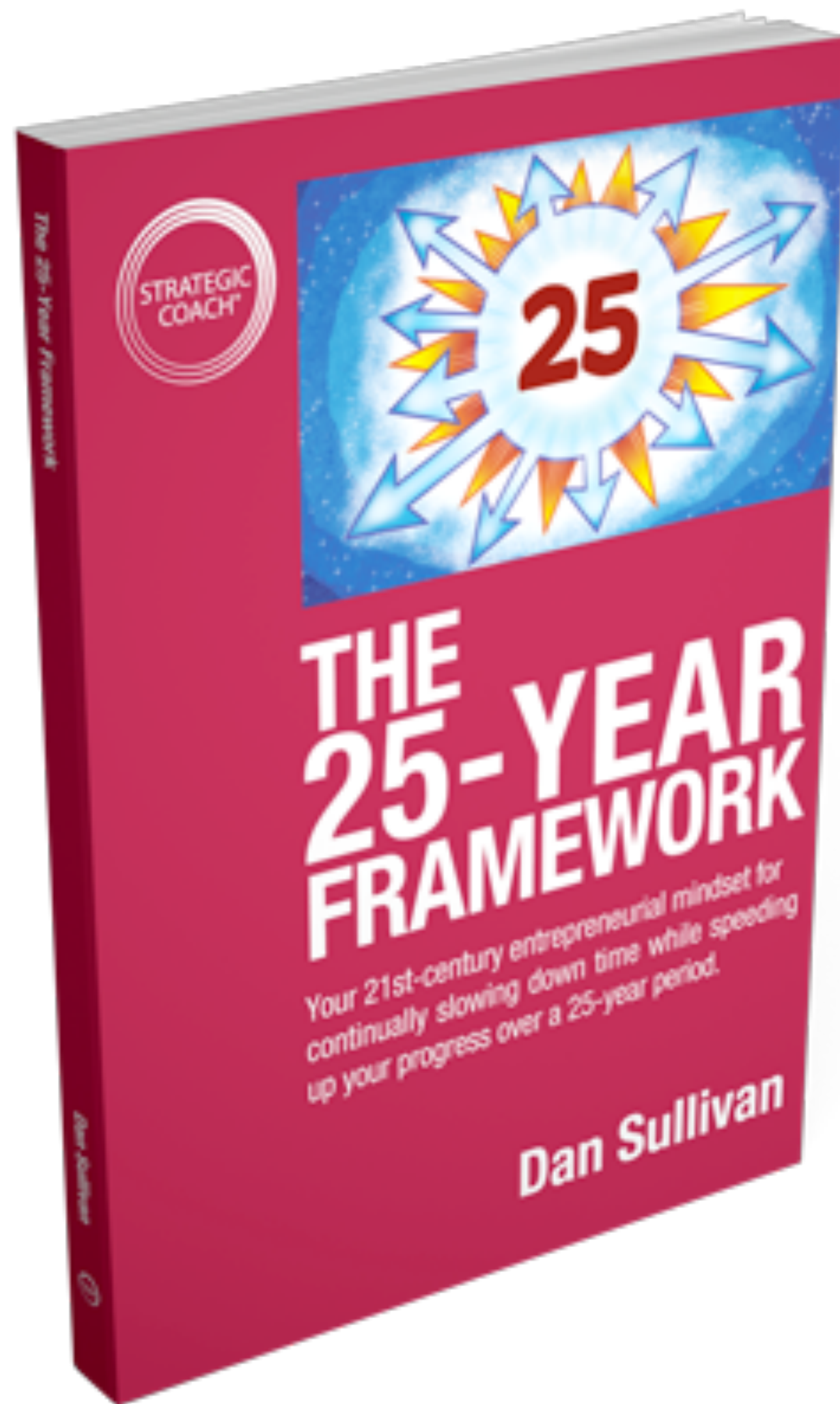


# **Start With the End In Mind...**

"It is based on the principle that all things are created twice. There is a mental (first) creation, and a physical (second) creation. The physical creation follows the mental, just as a building follows a blueprint."

-Stephen Covey





**What type of agency  
are you wanting?**

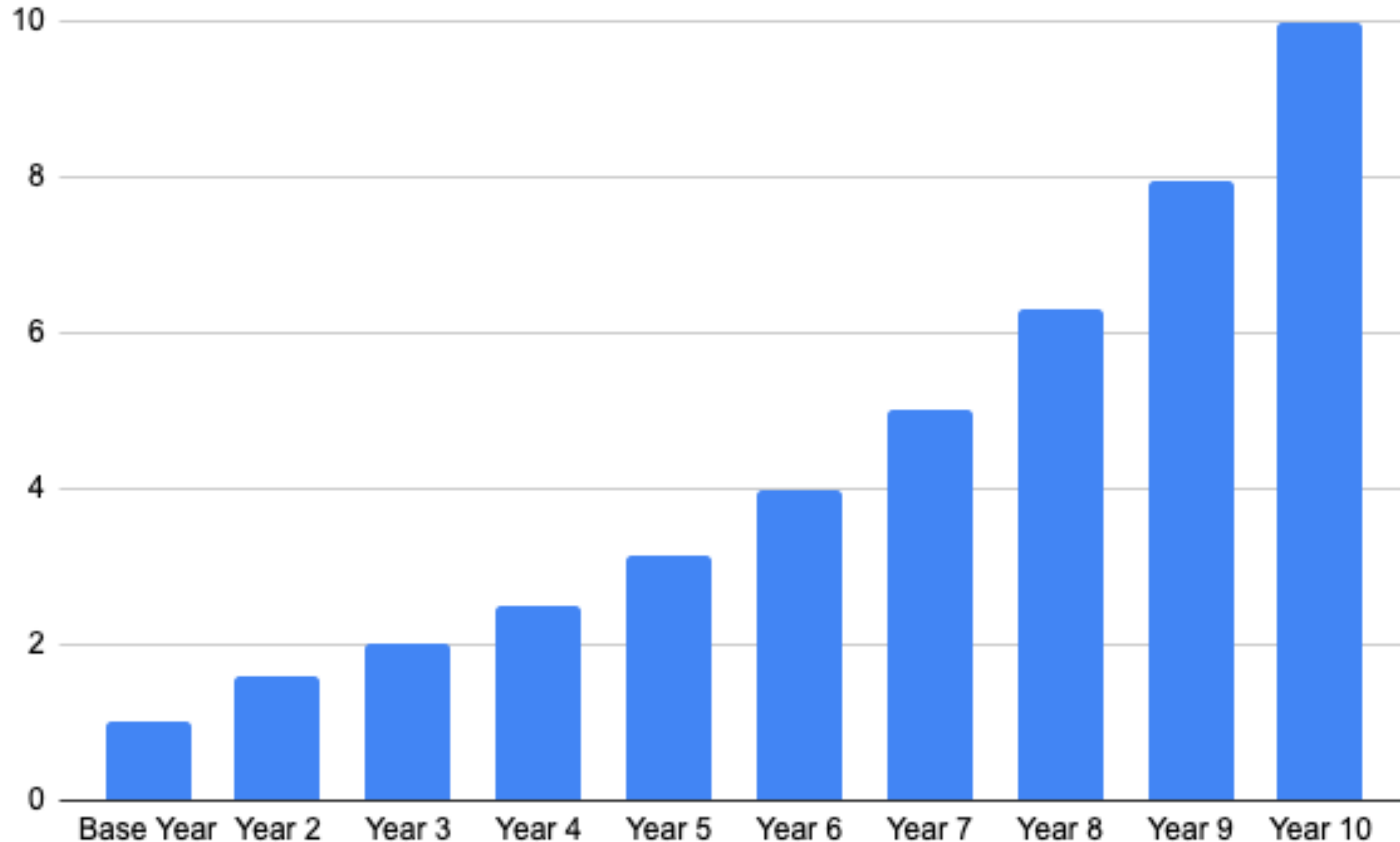
**What's your 25-Year  
(or 10-year) Vision?**



**In 10 years do you want to be  
2x, 5x, or 10x bigger?**



10x in 10 Years = **25.89% Growth** Each Year





# **Write Your Vision... What's Success Look Like?**

"It's April 4, 2035 and I'm happy with the progress I made over the last 10 Years because \_\_\_\_\_."



**Accelerated Growth Is Fueled By  
Sales & Marketing.**



**And to scale you need systems...**



# **Main Goal for Academy:**

To help you build a digital marketing system that generates good quality leads consistently.



# We Are Doing All This So You Can...

- ➔ Drive more **traffic** to your website with Google Ads.
- ➔ Convert more traffic into **leads** with high converting landing pages.
- ➔ Turn more leads into **sales** with automated email sales funnels.



# What Does Winning Look Like?

What Do You Want to Accomplish Over the Next 6 Weeks  
(Be Specific)?

Launch Your First Ad?

Generate Your First Lead?

Cut Your Cost Per Lead Down by 20%?



# What About 12 Months From Now?

What Do You Want to Accomplish Over the Next 12 Months (Be Specific)?

\_\_\_ Leads Coming In Each Week.

My Cost Per Lead Is \_\_\_\_ .

My Close Rate Is \_\_\_\_.

Writing \$\_\_\_ of New Business.

My Retention Is \_\_\_\_ .



**So what does it take to build a fully  
operational marketing system?**



# Instead of being dependent on 3rd parties...





# You start to manufacture your own leads

LEAD GENERATION





## 3 Main Subsystems:

1. **Conversions:** Landing Pages
2. **Traffic:** Google Ads
3. **Funnel:** Automated Follow Ups



# Core Competencies Needed

- 1.** Keyword Research
- 2.** Copywriting: Ads and Landing Pages
- 3.** Design: Website and Landing Pages
- 4.** Media Buying: Google Ads



# Counting the Costs

- 1.** Landing Pages
- 2.** Google Ads
- 3.** Automation



## **2 Options...**

- 1. Hire an Agency**
- 2. Do It In House**



# Google Ads: Hire An Agency

**Setup Fee:** \$1,500-\$5,000

**Monthly:** \$1,200-\$2,500/month + Ad Spend

**Recommended Ad Spend:** At least \$1,000/month



# Google Ads: In-House

**Setup Fee:** Time

**Monthly:** Time

**Recommended Ad Spend:** At least \$1,000/month

# Google Ads Costs

Service	Monthly
Ad Spend Budget	\$500
Landing Page Builder (Optional)	\$99
Design/Copywriting Help (Optional)	\$?
TOTAL	<b>\$600</b>



# The Big 2: Google vs Facebook

These are really the two behemoths online when it comes to traffic.

**Which one is better?**

Depends on who you're targeting.



Google Ads

**VS**





# Personal Lines











# Commercial Lines





# Most Visited Websites in the World, Updated January 2025

Position	Website	Change	Visits	Pages / Visit	Bounce rate
1	 google.com	—	139,921,474,003	5.01	37.73%
2	 youtube.com	—	78,565,951,681	8.77	30.77%
3	 facebook.com	—	12,696,015,128	8.47	45.99%
4	 instagram.com	—	7,488,154,694	10.07	49.91%
5	 wikipedia.org	—	6,980,450,238	2.6	60.81%
6	 reddit.com	—	6,527,291,392	2.9	62.45%
7	 bing.com	—	6,328,123,923	3.65	47.86%
8	 chatgpt.com	↑ 1	5,186,274,195	2.77	38.7%

source: <https://www.semrush.com/website/top/>

# People Using Google Stats (Top Picks)

- There are approximately **16.4 billion** searches on Google every day
- Google processes **189,815** searches per second
- India has the highest Google adoption rate at **92.9%**
- The United States accounts for **19.44%** of all Google traffic
- Google's global market share among search engines is **90.14%**
- The US Google site gets **139.9 billion visits each month**, of which **6.4 billion** are unique visitors

source: <https://explodingtopics.com/blog/google-searches-per-day>





# **Paid vs Organic Traffic**

- Facebook Organic (Social)
- Facebook Ads (PPC)
- Google Organic (SEO)
- Google Ads (PPC)



When Warren Buffett Was Asked:

**"How Do You Become A Smarter Investor?"**



ITEM 8. FINANCIAL STATEMENTS AND SUPPLEMENTARY DATA

INCOME STATEMENTS

(In millions, except per share amounts)

Year Ended June 30,	2023	2022	2021
<b>Revenue:</b>			
Product	\$ 64,699	\$ 72,732	\$ 71,074
Service and other	147,216	125,538	97,014
Total revenue	211,915	198,270	168,088
<b>Cost of revenue:</b>			
Product	17,804	19,064	18,219
Service and other	48,059	43,586	34,013
Total cost of revenue	65,863	62,650	52,232
Gross margin	146,052	135,620	115,856
Research and development	27,195	24,512	20,716
Sales and marketing	22,759	21,825	20,117
General and administrative	7,575	5,900	5,107
Operating income	88,523	83,383	69,916
Other income, net	788	333	1,186
Income before income taxes	89,311	83,716	71,102
Provision for income taxes	16,950	10,978	9,831
Net income	\$ 72,361	\$ 72,738	\$ 61,271
<b>Earnings per share:</b>			
Basic	\$ 9.72	\$ 9.70	\$ 8.12
Diluted	\$ 9.68	\$ 9.65	\$ 8.05
<b>Weighted average shares outstanding:</b>			
Basic	7,446	7,496	7,547
Diluted	7,472	7,540	7,608

Refer to accompanying notes.



tutè

Read 500 pages like this every day.  
That's how knowledge works.  
It builds up, like compound interest.  
All of you can do it,  
but I guarantee  
not many of you will do it.

- Warren Buffett



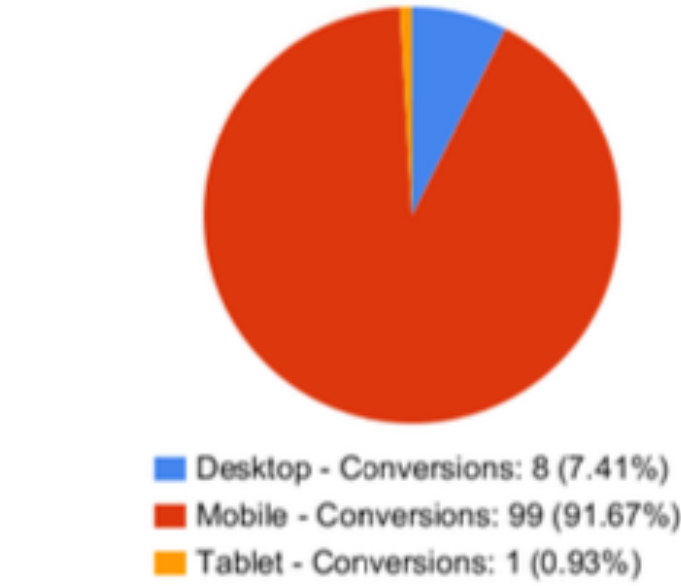


# "How Do You Become A Smarter Marketer?"



# Learn How to Read Advertising Reports

Campaign	Clicks	Impressions	CTR	Cost	Conversions	Cost / conv.	Conv. rate
P - Contractor							
03/01/2025 - 03/31/2025	175	3,213	5.45%	\$3,248.21	30	\$108.27	17.14%
02/01/2025 - 02/28/2025	166	3,465	4.79%	\$4,595.68	30	\$153.19	18.07%
% Change	5.42%	-7.27%	13.78%	-29.32%	0.00%	-29.32%	-5.15%
P - Staffing							
03/01/2025 - 03/31/2025	166	2,825	5.88%	\$2,631.52	29.5	\$89.20	17.77%
02/01/2025 - 02/28/2025	121	2,245	5.39%	\$2,205.95	15	\$147.06	12.40%
% Change	37.19%	25.84%	9.09%	19.29%	96.67%	-39.34%	43.31%
P - Contractor [Exp: LP Test 1]							
03/01/2025 - 03/31/2025	93	1,778	5.23%	\$1,342.47	18.5	\$72.57	19.89%
02/01/2025 - 02/28/2025	79	1,393	5.67%	\$1,885.27	10	\$188.53	12.66%
% Change	17.72%	27.64%	-7.76%	-28.79%	85.00%	-61.51%	57.11%





**You First Need to Learn the Lingo**

# Know the Lingo: Understanding Key Terms

- **ROAS** (Return on Ad Spend)
  - $\text{Total Revenue} / \text{Total Ad Spend}$
- **CPA** (Cost Per Acquisition)
  - $\text{Cost} / \text{Conversions}$
- **Conversion Rate**
  - $\# \text{ of Conversions} / \# \text{ of Clicks} \times 100$
- **CPL** (Cost Per Lead)
  - $\text{Cost} / \text{Lead}$
- **Clicks**
  - # of people who click on your ads
- **Impressions**
  - # of people who see your ads
- **CTR** (Click Through Rate)
  - % of people who click your ad
- **LTV** (Customer Lifetime Value)
  - How much \$ an account is worth



# **Essentials vs Non-Essentials**

*Things You Can't Afford to Screw Up!*



# Essentials

- 1.** Conversion Tracking
- 2.** Keywords
- 3.** Ad Creative
- 4.** Landing Page & Form
- 5.** Lead Notification & Follow Up



# Landing Page Software



# LeadPages

## STANDARD

**\$37**/month

billed annually

Try Standard Free

- ✓ 5 Landing Pages
- ✓ Unlimited Traffic & Leads
- ✓ 1 Custom Domain
- ✓ Drag & Drop Landing Page Builder
- ✓ Pop-ups & Alert Bars
- ✓ 250+ Conversion-optimized Templates
- ✓ Add Team Members
- ✓ 90+ Integrations
- ✓ Website Builder

BEST VALUE

## PRO

**\$74**/month

billed annually

Try Pro Free

- ✓ Unlimited Landing Pages
- ✓ Unlimited Traffic & Leads
- ✓ 3 Custom Domains
- ✓ Drag & Drop Landing Page Builder
- ✓ Pop-ups & Alert Bars
- ✓ 250+ Conversion-optimized Templates
- ✓ Add Team Members
- ✓ 90+ Integrations
- ✓ A/B Split Testing
- ✓ Sell Products and Services  
*no transaction fees*
- ✓ Website Builder
- ✓ Blogging & Ad Display



# Instapage

## Create

Build on-brand, pixel-perfect, responsive pages without a developer

**\$99** per month

**15,000** unique monthly visitors

[Start 14-day free trial](#)

Create plan includes:

🔒 #1 drag & drop builder 📄

## Optimize

Recommended

Optimize for higher conversions with experimentation and lead generation

**\$199** per month

☒ **30,000** unique monthly visitors

☐ **50,000** unique monthly visitors

[Start 14-day free trial](#)

All Create features plus:

🔒 Server-side A/B testing 📄

## Convert

Scale landing page production to maximize conversions

**Custom**

**Custom** unique monthly visitors

[Get a demo](#)

All Optimize features plus:

🔒 Enterprise-ready platform 📄

# Unbounce

All plans include:



Unlimited conversions



Unlimited subdomains



1000+ integrations



Built-in AI copywriting



Customer support



## Build

Create unlimited landing pages quickly and easily

**\$99** USD / month

Start building for free

✓ Drag-and-drop builder



## Experiment

Perform A/B tests and optimize conversions

**\$149** / USD month

Start building for free

✓ Unlimited A/B testing



## Optimize

Boost ROI with AI traffic optimization and insights

**\$249** / USD month

Start building for free

✓ AI traffic optimization



## Agency

Run campaigns across multiple teams and clients

## Let's talk!

Get in touch for your custom pricing

Contact Sales

✓ Unlimited collaborations



# Get Clarity. It's Free!



Clarity  
by Microsoft

# Schedule



**Live Sessions: Fridays** from 10am-11:30 am CT (8am-9:30am MT).

- You'll get 60 mins of training and then we'll have 30 mins for live Q&A.
- Recordings will be uploaded into your member portal within 24 hrs.
- If you have questions ask them in the Q&A or email me at [josh@insfunnels.com](mailto:josh@insfunnels.com)



# How to Get the Most Out of This Program

- Ask Questions
- Implement
- Don't Be Afraid to Lose
- Follow the Process

# Your Next Actions

- ☐ Complete Your Questionnaire
- ☐ Choose Landing Page Software
- ☐ Install Microsoft Clarity
- ☐ Email Me Your Goals
- ☐ Create Google Ads Account