

7 Must-Read Books for Life Insurance Agents

Grow your mindset, master your craft, and build a sustainable business

Handpicked classics that sharpen your skills and strengthen your confidence

Book List with Notes:

1. Secrets.of.Closing.the.Sale **by Zig Ziglar**

Packed with real-world scripts and timeless persuasion techniques—ideal for insurance sales.

2. The.Psychology.of.Selling **by Brian Tracy**

Learn what drives buying decisions and how to ask the right questions at the right time.

3. The.Greatest.Salesman.in.the.World **by Og Mandino**

A short, story-based book that teaches mindset, consistency, and personal discipline.

4. Fanatical.Prospecting **by Jeb Blount**

A modern take on filling your pipeline daily—especially helpful for agents building from scratch.

5. How.I.Raised.Myself.from.Failure.to.Success.in.Selling **by Frank Bettger**

True stories from the early 1900s that still hit home today, especially on confidence and follow-up.

6. The.Compound.Effect **by Darren Hardy**

Understand how small, daily actions (like prospecting) lead to massive results over time.

7. Start.with.Why **by Simon Sinek**

Great for agents building a personal brand. Discover how to lead with mission, not just commission.

Great agents don't just sell—they study. Pick one book and start today.