

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.