

How to Start a Conversation Anywhere

For Life Insurance Agents Who Want to Prospect Naturally

Simple, pressure-free ways to connect with people in daily life

1. Great Openers (Anywhere You Are)

Use these to strike up natural conversations with people around you.

- “That’s a great shirt—where’d you get it?”
- “Your kid’s hilarious—how old is he?”
- “You mentioned [vacation, surgery, new house]—how’s that going?”
- “Busy day today, or just getting started?”
- “I see you’ve got a little one—how old? I remember those days!”

2. Transition to Life Events or Protection Topics

These are gentle, non-pushy ways to guide the conversation:

- “Congrats again on the new house—have you set up anything to protect the mortgage?”
- “You said your wife’s a nurse. Do they offer any decent coverage through her work?”
- “I talk to a lot of people about preparing for the unexpected. Mind if I ask—do you already have something in place?”

3. Follow-Through Without Being Pushy

If there’s interest, move forward confidently. If not, exit gracefully.

- “I’d be happy to give you a quick quote—it doesn’t cost a thing and at least you’d know what’s available.”
- “Want me to shoot you a text? I can send over a quick guide that explains how it works.”
- “Totally understand if now’s not the right time. If that changes, feel free to reach out—I’m always around.”

Bonus Tip:

Always carry a few clean business cards or create a digital contact card you can text in seconds.

Prospecting doesn’t have to be awkward. It starts with being curious, kind, and confident.