

# Regenerate Yourself and Your Business

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**Featuring: Simon Reilly**

Insurance and financial professionals, along with everyone else, are suffering from information overload, author and professional development expert Simon Reilly told attendees of the July NAIFA Live virtual meeting. There are 5 quintillion bytes of information created every day and 90% percent of the information in existence was created in the past two years. MSNBC says that 72% of advisors are dealing with moderate to high stress.

The brain's amygdala, Reilly said, is addicted to unmet needs and drives negative emotions and beliefs, and it is overstimulated. COVID-19 has exacerbated the situation. The key to stimulating positive emotions and beliefs is getting in touch with the value system formed in the frontal lobe of your brain.

"The challenge is that there is too much going on for your poor little amygdala," Reilly said. "It is addicted to needs like safety, security, control, and worthiness."

The overstimulated amygdala leads us to believe we need more information, when most successful advisors have decades of experience they can draw on. "You do not need more information," Reilly said.

## **The Importance of Time Management**

The first step to getting in touch with your values is prioritizing and categorizing your projects, tasks, and to-dos. This puts you in a position to take action. To take action, you need to understand the basics of time management:

- Determine your beliefs about time.
- Plan your day.
- Do your ABCs.
- Check in every 15 minutes.
- Form the habit of allowing yourself 10-15 minutes to review your to-do list.
- Use a week-at-a-glance 24/7 diary.
- Start time blocking and allow flexibility to reset as needed.
- Time block free, buffer, and focus days.

"We must decide that we are going to manage our time," Reilly said. "This is no different now that we're virtual. We must set aside time and decide when we're going to focus on specific things. If we don't our time will absolutely be stolen."

Time blocking helps you to avoid common time bandits.

## Set Goals Based on Your Values

To meet goals it is important to get in touch with your value system, Reilly said. You also need to affirm that your amygdala will create distractions. While you may drive positive emotions that move you toward achieving professional goals, the amygdala has unmet needs.

While you emphasize that you value consulting, discovery, and listening, the amygdala needs approval, control, perfection, safety, and worthiness. You feel certain, confident and inspired, but you also feel anxious, overwhelmed, and uncertain. And though you have the needed experience and your company has the best products, the amygdala may be saying you are insecure, powerless, and unworthy.

These distractions are not real barriers, Reilly said. "It doesn't exist. It is a fabrication of the amygdala. There is nothing wrong. There's just an absence of understanding."

## Working as a Virtual Advisor

Virtual meetings are already taking place. To have a strong virtual meeting "you have to have 1000% presence," which means you need to "get out of overwhelm" and manage your time. You need a dedicated workspace and proper equipment and you need to learn a video conferencing platform. Create the instructions for your clients to make them fool-proof. Be ready to go and practice your meeting script. Provide clients with questions in advance to help them prepare for the meeting.

Some of Reilly's tips for successful virtual marketing include:

- Segment your clients by business, career, and profession to help you to identify niche markets and let you become a recognized expert in a niche market.
- Ask your clients in your biggest niches what they want to improve upon and what are their roadblocks.
- Research the topics clients are interested in.
- Deliver the research results to clients.
- Ask the clients who else might appreciate the valuable information.
- Also spread the research results on social media.
- Build interest and ask for virtual meetings.