

From the Desk of Joe Dokes

by David Douglas Ford

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Dear Diary:

Well, another year in this magnificently strange insurance selling business is just about history.

Like most years, this one had some ridiculous highs and a few rather horrific lows, but I finally feel I am learning to deal with this roller coaster ride of a profession on my own terms. I made some good friends this year, mostly with some of my clients, but also with a couple of fellow agents, and that really has improved my overall outlook on business - and maybe even life itself. In fact, I have begun to notice that even home office doesn't add to my acid stomach problems as much lately.

2007 was a pretty good year, I guess. My attorney says the lawsuit against me is going "okay" and if I can place the three life cases on the feedlot owners tomorrow, I'll have had my best year in the business. (Unfortunately, the delivery appointment is once again at their location and I just pray the wind will be blowing away from me and the rather powerful feedlot aroma won't make me pass out again! Although, my clients did think it was pretty funny and I'm not completely sure that isn't actually why they bought from me.)

Anyway, I'm going to try to make 2008 a year for making a meaningful difference in the lives of everyone around me in the insurance world. In fact, I am going to make that my ONLY goal for next year and stop worrying about my "numbers" all the time. No, really, I'm serious about this!

PS. Although just between you and me, Diary? I'm sure hoping to make that South Pacific convention next year - it looks pretty awesome!!! -JD