

From the Agent's Desk

A satirical look at an agent's work life, from the files of Joe Dokes, CLU

By David Douglas Ford

The Insurance Producer's Book Review Best Sellers List

March 2007

This Week FICTION

- 1 HARRY POTTER AND THE CAULDRON OF DEATH BENEFITS**, by J.K. Rowling. A wizard of an agent sells Harry and his friends "jumping juvenile" policies full of mystery and intrigue.
- 2 THE DA VINCI CODE NUMBER**, by Dan Brown. Mysterious search for clues that agent code numbers at a large New York-based mutual company contain the hidden secrets of mortality tables and the dates their policyholders will actually die.
- 3 THE BROKERAGE FIRM**, by John Grisham. Attorney-turned-financial-planner joins secretive agent-recruiting organization.
- 4 LEFT BEHIND - AGAIN**, by Tim LaHaye and Jerry B. Jenkins. Agent shows up at the office to discover the entire agency has gone on a company convention without him.
- 5 THE FOUR PEOPLE YOU MEET IN HEAVEN**, by Mitch Albom. Encounter in the afterlife between insurance agent and his home office underwriter, district manager, and best and worst clients.
- 6 P IS FOR PREMIUMS**, by Sue Grafton. Kinsey Millhone searches for an affordable long term care policy.
- 7 THE FEAR OF ALL AGENTS**, by Tom Clancy. CIA analyst Jack Ryan is forced to shut down the entire insurance business.
- 8 THE DEAD ZONE II**, by Stephen King. Something not of this world is stalking the halls of an insurance home office — or is it business as usual?
- 9 THE SECRET AGENT**, by John Le Carre. Insurance rep goes weeks without making a sale.
- 10 THE ANDROMEDA TRAINER**, by Michael Crichton. Genetic experiment gone awry turns agent into agency manager with disastrous results.

This Week NONFICTION

- 1 STATES OF DENIAL**, by Bob Woodward. Insiders look at the departments of insurance that are least likely to approve new policies in a timely manner.
- 2 HOW TO TALK TO A LIBERAL CLIENT**, by Ann Coulter. Why liberals should have to die without life insurance protection of any kind.
- 3 LIES & THE LYING AGENTS WHO LIE**, by Al Franken. What Fox News won't tell you about insurance agents.
- 4 HE'S JUST NOT MUCH INTO YOU**, by Greg Behrendt and Liz Tucillo. Why your regional manager never returns your calls.
- 5 THE ROAD NEVER TRAVELED**, by M. Scott Peck, MD. How the insurance professional can find meaning and spiritual growth by marketing traditional cash-value life insurance.
- 6 WHOLE LIFE: LOOKING BACK WHILE LOOKING AHEAD**, by David Douglas Ford. Greatest insurance book ever written. Insightful and funny.
- 7 RICH AGENT, POOR AGENT**, by Robert Kiyosaki. How to give agents a sense of self worth and an appreciation for the value of decent leads.
- 8 THE DOCTOR'S 16-WEEK QUICK WEIGHT LOSS PLAN**, by I. Stillman. Chronicles the first four months of a new life insurance agent.
- 9 A REALLY INCONVENIENT TRUTH**, by Al Gore. Former vice president links large insurance sales meetings to global warming.
- 10 GOOD TO GREATER**, by Jim Collins. How to talk your underwriter into giving a super preferred classification when the company's first offer is only preferred non-smoker.