

# **My Way Building a Satisfying Career in Selling**

**Don Van Der Weide, CLU**

**A blueprint for success by one of the nation's  
top salesmen**

## **PREFACE**

There has been so much written about life insurance selling-good, solid, practical material-that one may wonder, why another book?

Perhaps it's the missionary spirit many of us possess, a zeal to share our ideas and techniques. How many life underwriter meetings or company conventions have you attended and heard sales people tell how they do it? After such meetings, how many times have you seen crowds of agents around a speaker who unselfishly gives his or her time, energy, and ideas? If you've been in the business for any period of time, you know that this is a sharing

business. We share, not only with the agents in our own company, but with the agents in all companies.

That's why I wrote this book-because I feel I have an obligation to my brothers and sisters who sell life insurance, as well as an obligation to repay those who have gone before, paving the way and making insurance one of the most highly respected products purchased by the consuming public.

As you'll see, the following pages aren't composed of gimmicky sales ideas or "up-to-the-minute" tax dodges. This is a book about an Iowa farm boy who made-and still makes-a pretty good living selling life insurance. It's a collection of my thoughts, attitudes, and approaches to the business of selling life insurance. It's time-tested material, proven over the years. If a reader secures two or three ideas which he or she can use, I'll feel that the book will have served its purpose.

If you're successful in selling life insurance, you may find the book to be interesting and valuable, comparing your operation with mine. As you review my business methods and philosophies, you may find

something which you can apply to your operation. My system has been working successfully for over 20 years. It works for me, and some of it, undoubtedly, will work for you.

If you've been in the life insurance business for a number of years and have not achieved the success you wanted, you may find some useful items in this book. With many people, the difference between making a living and making a good living is simply putting more emphasis on certain key factors. You'll find these ingredients in this book.

If you're relatively new to selling life insurance, I think you'll discover a lot of practical material. I attribute much of my success to plain hard work and following the rules which have been developed by hundreds of thousands of life insurance agents over the past 100 years. I believe you'll be helped by specific chapters and by specific guidance on such things as setting goals, attitudes, and getting out of slumps.

Too many times we gaze from a distance at those who really seem to be making it in this business. The distance lends enchantment, and they appear to be

superstars. Yet every one of them had their early years in the business, had their doubts, and had their share of failure. And many of them are still shaky when calling on new prospects and still have their fear of failure. They're human beings with all the attendant natural failings.

This book tells how I did it, and how I'm still doing it. And anything I can do, you can do if you want to. I sincerely believe that. So, read on. I suggest you read straight through the book the first time to get the general feel of it. Then pick out chapters which have special meaning to you and study the practical items you may wish to adopt. Keep the book near at hand and, as time permits, review the material which has special interest for you.

As I said, this business has been good to me, and I hope it will be good to you. There is no other business which pays off for intelligent hard work as well as life

insurance selling. My career is proof of that, and yours can be, too.



Don Van Der Weide May 22, 2016 Gold Canyon Golf Resort, Gold Canyon Arizona on the patio watching the sunset.



Eunice Van Der Weide



My name is Brian Hayden Boyett (friend of Don and Eunice Van Der Weide). I have been given permission by Don to add notes to this book – how Don’s techniques have positively influenced my personal and business life.

I have been fortunate to know Don since May of 2010. Don has been a very important client of my

family's company since November of 1994 (in his current home). Right after I met Don I became his life insurance client; like many people do.