

CONTROL YOUR DESTINY

By living the dream and earning the reward

The Bob Korvas Column



I love what I do for a living for so many reasons. Do you?

The insurance industry afforded me the best in both financial and personal rewards of life. It offers anyone limitless success should you look for it. If you happen to be reading this and read my past articles, you know I started as an American Family agent in 1980.

For me the insurance industry is thriving, growing and filled with endless opportunities personally and financially. But, you just have to act on your 'dreams', adapt and change. I did in 1997. I became independent. I've never looked back. I acted on the challenge of growing my career because of my 'dreams', my belief and vision for the future. I believed in what I did with passion. Helping to protect families from financial risk and devastation due to unforeseen perils with the best possible insurance products. ***If you are not feeling this way about what you do, then perhaps it's not what you do but what you don't try to do?*** Or it could just be *where* you are doing it?

If you are a passionate person that believes in yourself and about this business profession, you understand what I did and why. No matter what the economy is like, my independent agency income and

'free time' grow. I take time off to engage in family, leisure or volunteer activities without worry about my income growth. Where else could you control your own lifestyle and destiny? Where else could you reap so many rewards both personally and financially, but here in the insurance industry? Not too many places.

Look for the opportunities in front of you. I've been able to successfully invest and develop real estate by learning from clients' successes as well as mistakes. I've helped my community and worked on civic committees including heading up a three year project to create an SSA bringing a water main into the community. This profession has afforded me with many rewarding philanthropic opportunities by being a committee member of the Marklund Children's Charities since 1988. I've donated time and money to a variety of other causes thus allowing me to meet people across so many plains in life.

It's never too late or too soon to challenge yourself to do more inside and outside your career. What gave me the confidence, knowledge, and positive attitude? Long ago while I was with American Family, I chose to take the challenge, study and earn CLU, CFP, ChFC designations. Do you know any agent among your peers today who

has even one class designation? In fact, do any of the officers and managers in your company have them? You should become the person who does. Your reward will be beyond your expectations. As you meet so many successful professionals outside of American Family, they will impart knowledge and open your eyes to opportunity that you would not learn in any other way.



I hope what I've written here has opened your eyes and given you a way to look at what you do as well as a perspective that you never thought of. Perhaps my words have given you a way to see the glass as being half full and not half empty for your future. Don't overlook the opportunities in front of you by always looking over your own shoulder.

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**Don't be pushed by your problems.
Be led by your dreams.**

