

THE AGENCY CEILING

a free 30-minute webinar for agency principals, hosted by Luis Vazquez: the three fires eating a principal's week, then a live look at the whole book on one screen.

WHAT THIS CAMPAIGN IS

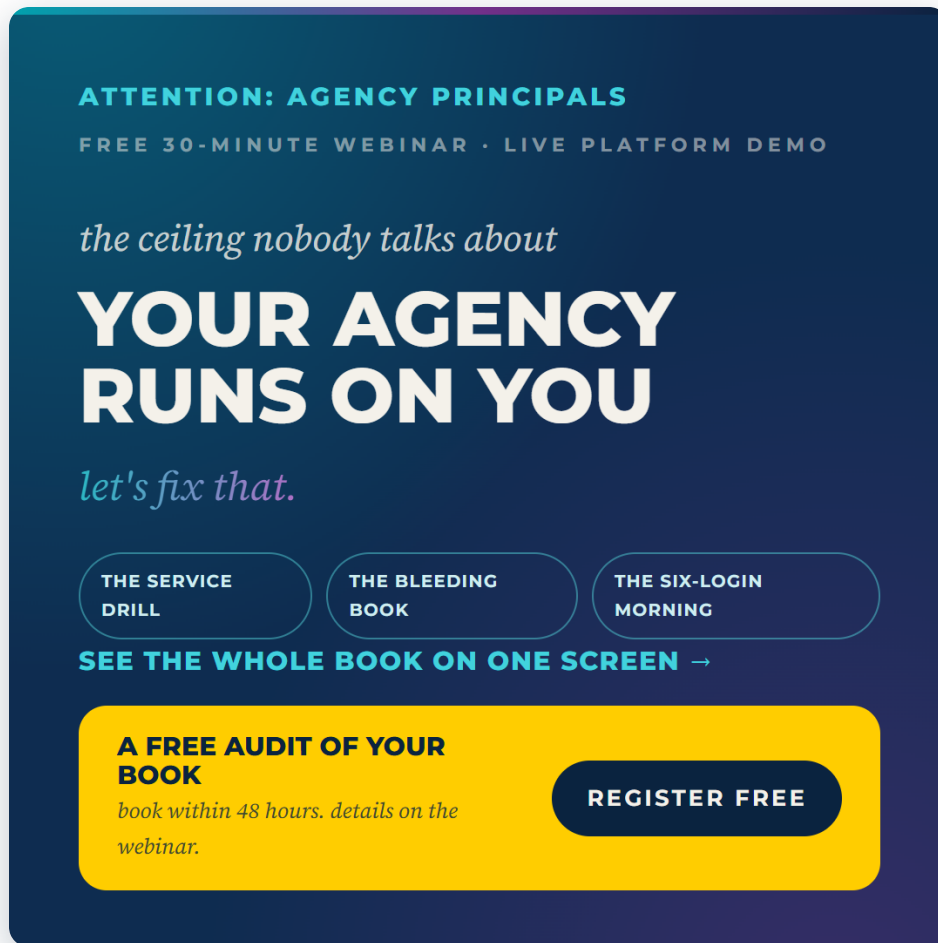
This webinar recruits **existing agency principals and owners** (books of roughly 500 to 1,000+ members, downlines of 5 to 50+ agents). It is a different audience from the "How to Start an Agency" webinar, which targets producers who want to build one. Luis walks through the three pains every principal fights: the customer-service fire drill, retention that stopped scaling, and the 8-to-10-login mornings, then opens HPM HQ live and shows the whole book on one screen. The goal of every registration is a booked **15-to-20-minute platform walkthrough** tailored to their book.

The offer is different from our other webinars, on purpose. Principals who book the walkthrough within 48 hours of the session get a complimentary **Production & Retention Quick Audit** of their book, free, **whether they join HPM or not**. No join or RTS condition. It's a value-first trust move for an audience that hates being "recruited at." Never describe the audit as conditional on joining.

THE WEBINAR AT A GLANCE

TOPIC	The Agency Ceiling: the three fires capping agency growth, plus a live HQ demo
HOST	Luis Vazquez, Agency Partnerships, Health Plan Markets
FORMAT	Free live webinar, ~30 minutes plus a 3-to-5-minute live platform demo and Q&A
AUDIENCE	Agency principals and small-agency owners (NOT new or aspiring agents)
THE HOOK	"Your agency runs on you. That's the ceiling."
THE OFFER	Book a walkthrough within 48 hours → a free Production & Retention Quick Audit of their book, theirs whether they join or not
WHERE IT RUNS	LinkedIn + Facebook (paid and organic), SMS via Sales Gods, evergreen re-runs
DATE AND TIME	To be set
REGISTRATION LINK	Pending: WebinarJam event not yet created

THE SOCIAL MEDIA IMAGE



the chosen primary card (principal-v1-hook-first). Four alternates live in the campaign assets folder.

THE SOCIAL MEDIA POST (READY TO USE)

ATTENTION: AGENCY PRINCIPALS 🗣️

Here's a Tuesday you already know.

A member calls one of your agents, upset about a \$286 cardiologist bill she's sure is wrong. Somebody has to calm her down, call the carrier, sit on hold, maybe call back tomorrow. And in most agencies, guess whose desk it lands on. Yours. 📞

The service fires eat 2 to 3 hours a day. The retention touches quietly stopped happening past a few hundred members. And answering "who's actually ready to sell" means 8 to 10 carrier logins.

That's the ceiling. And it's an infrastructure problem, not an effort problem.

I'm walking through all three fires in a free 30-minute webinar, then opening the actual platform live: the whole book, every agent's ready-to-sell status, one screen. No hard sell.

And if you book a walkthrough within 48 hours, we'll include a complimentary Production & Retention Quick Audit of your book. Yours to keep whether you ever join us or not.

👉 Register free: [\[REGISTER LINK · pending\]](#)

#InsuranceAgency #AgencyOwner #MedicareAgents #InsuranceLeadership #FMO

SHORT CAPTION (FOR LINK PREVIEWS / RESHARES)

Free webinar for agency principals: the three fires eating your week, and the whole book on one screen. Book a walkthrough within 48 hours and the book audit is free, whether you join or not.

LINKS FOR THIS CAMPAIGN

Registration link: [pending, WebinarJam event to be created](#)

Live room link: [pending](#)

Walkthrough booking calendar: [pending](#)

INTERNAL, DO NOT SHARE WITH AGENTS

Presenter link (Luis only): [pending, created with the WebinarJam event](#)

Still to set: webinar date/time · WebinarJam event (next id after 54/55/56) · booking calendar · the NPS figure on slide 21 (confirm with Justin or cut) · the principal testimonial on slide 23 (sign-off or cut) · Luis's exact title. Re-export this brief to PDF after the links are live so the download matches.