

**FREE  
DOWNLOAD**

For Insurance  
Agents

# — THE — **AI EXECUTION PLAYBOOK**

A Simple, Step-By-**Step** System  
You Can Use in **5 Minutes a Day**



- ✓ Create Posts Fast
- ✓ Write Emails Instantly
- ✓ Save Hours Every Week

***Includes Ready-to-Copy Prompts, Scripts & Templates***

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## ★ THE AI EXECUTION PLAYBOOK

*A Simple, Step-By-Step System for Insurance Agents Who Want More Profit Using AI*

### ★ SECTION 1 — Getting Started With AI

*For agents who want the easiest possible instructions*

#### ★ 1. What This Is

This section shows you how to start using AI even if you've never used it before.

#### ★ 2. Why It Matters

AI helps you save time, communicate better, and grow your agency faster.

#### ★ 3. Do This → Then This

👉 **Do this:** Open your AI tool (Copilot, ChatGPT, Claude, etc.).

👉 **Then this:** Click in the box where you type messages.

👉 **Then this:** Paste the prompt I give you.

👉 **Then this:** Hit "Send."

👉 **Then this:** Copy the result and use it in your email, text, CRM, or social media.

#### ★ 4. Copy This Prompt (Your First One)

✂️ **Copy this:**

*Explain liability insurance in simple, friendly language. Keep it short.*

#### ★ 5. Example Output

"Liability insurance protects you if you accidentally cause injury or damage. It helps cover costs so you're not paying out of pocket."

#### ★ 6. Quick Checklist

- ✓ Open your AI tool
- ✓ Paste the prompt
- ✓ Hit send
- ✓ Copy the result
- ✓ Save anything you like

#### ★ 7. Weekly Routine (Beginner Level)

**Monday:** Make 1 social post

**Wednesday:** Make 1 email

**Friday:** Make 1 text message

Total time: **5 minutes each day**

If you'd like me to take care of this for you — your Google Business Profile posts, Facebook posts, or YouTube video uploads — I offer a done-for-you service with simple pricing:

- **Any ONE service: \$59/month**
- **Any TWO services: \$79/month**
- **ALL THREE services: \$99/month**

No contract. No setup fee. Cancel anytime with no penalty. And you own all the content.

**My job is to get qualified prospects to contact you. Your job is to quote their needs and invite them to become a VIP client.**

## ★ SECTION 2 — Social Media Execution

### *How to Create 7 Posts in 5 Minutes*

#### ★ 1. What This Is

This section shows you how to make a full week of social posts fast.

#### ★ 2. Why It Matters

Posting consistently helps people remember you and trust you.

#### ★ 3. Do This → Then This

👉 **Do this:** Open your AI tool.

👉 **Then this:** Paste this prompt:

✂️ **Copy this:**

*Create 7 social media posts for my insurance agency.*

*Make them short, friendly, and easy to read.*

*Include:*

- *2 educational posts*
- *2 community posts*
- *2 personal posts*
- *1 engagement question*

👉 **Then this:** Hit “Send.”

👉 **Then this:** Copy/paste the posts into Facebook, Instagram, LinkedIn, or Google Business Profile.

👉 **Then this:** Save the prompt for next week.

#### ★ 4. Example Output

**Educational:** “Liability insurance protects you if you accidentally cause injury or damage. Simple, important, and often misunderstood.”

**Community:** “Big thanks to our local firefighters for keeping our community safe!”

**Personal:** “I became an insurance agent because I love helping families feel confident and protected.”

**Engagement:** “What’s one insurance question you’ve always wanted answered?”

#### ★ 5. Quick Checklist

- ✓ Generate 7 posts
- ✓ Copy/paste into your scheduler
- ✓ Save the prompt
- ✓ Repeat weekly

#### ★ 6. Weekly Routine

**Monday:** Generate 7 posts

**Wednesday:** Turn 1 post into a video script

**Friday:** Make 1 personal or community post

Total time: **10–15 minutes per week**

If you’d like me to take care of this for you — your Google Business Profile posts, Facebook posts, or YouTube video uploads — I offer a done-for-you service with simple pricing:

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- **ALL THREE services: \$99/month**

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## ★ SECTION 3 — Email Execution

### *How to Create a 5-Email Sequence in Under 10 Minutes*

#### ★ 1. What This Is

This section shows you how to make simple, friendly emails fast.

#### ★ 2. Why It Matters

Email helps you stay in front of prospects and clients without being pushy.

#### ★ 3. Do This → Then This

👉 **Do this:** Open your AI tool.

👉 **Then this:** Paste this prompt:

✂️ **Copy this:**

*Create 5 short, friendly emails for my insurance agency:*

- 1. Welcome*
- 2. Simple education*
- 3. How we help clients avoid confusion*
- 4. A quick client story*
- 5. A soft invitation to schedule a review*

👉 **Then this:** Hit “Send.”

👉 **Then this:** Copy/paste the emails into your CRM templates.

#### ★ 4. Example Output

**Welcome Email:** “Hi! Thanks for connecting. My goal is to make insurance simple and stress-free. If you ever have questions, I’m here to help.”

**Soft CTA:** “If you’d ever like a quick review, I’m happy to help. No pressure — just support.”

#### ★ 5. Quick Checklist

- ✓ Generate 5 emails
- ✓ Save them as templates
- ✓ Use them for new leads and referrals

## ★ 6. Weekly Routine

**Monday:** Make 1 educational email

**Wednesday:** Make 1 renewal email

**Friday:** Make 1 follow-up email

Total time: **10 minutes per week**

If you'd like me to take care of this for you — your Google Business Profile posts, Facebook posts, or YouTube video uploads — I offer a done-for-you service with simple pricing:

- **Any ONE service: \$59/month**
- **Any TWO services: \$79/month**
- **ALL THREE services: \$99/month**

No contract. No setup fee. Cancel anytime with no penalty. And you own all the content.

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## ★ SECTION 4 — Text Message Execution

### *How to Create Friendly, Professional Texts in Seconds*

#### ★ 1. What This Is

This section shows you how to make simple, friendly texts fast.

#### ★ 2. Why It Matters

Texts get faster responses than emails or calls.

#### ★ 3. Do This → Then This

👉 **Do this:** Open your AI tool.

👉 **Then this:** Paste this prompt:

✂️ **Copy this:**

Create a short, friendly text message for this situation:

Examples: • “Client hasn’t responded to quote” • “Client is up for renewal” • “Client had a claim”

👉 **Then this:** Hit “Send.”

👉 **Then this:** Copy/paste into your CRM or phone.

#### ★ 4. Example Output

“Hi! Just checking in to see if you had any questions about the quote I sent. No rush — I’m here when you need me.”

#### ★ 5. Quick Checklist

- ✓ Keep texts short
- ✓ Keep tone friendly
- ✓ Follow up gently
- ✓ Save templates

#### ★ 6. Weekly Routine

**Monday:** 1 scheduling text

**Wednesday:** 1 follow-up text

**Friday:** 1 renewal text

Total time: **5 minutes per week**

If you’d like me to take care of this for you — your Google Business Profile posts, Facebook posts, or YouTube video uploads — I offer a done-for-you service with simple pricing:

- **Any ONE service: \$59/month**
- **Any TWO services: \$79/month**
- **ALL THREE services: \$99/month**

No contract. No setup fee. Cancel anytime with no penalty. And you own all the content.

**My job is to get qualified prospects to contact you. Your job is to quote their needs and invite them to become a VIP client.**

#### ★ SECTION 5 — Video Script Execution

##### *How to Create 30-Second Videos That Build Trust*

#### ★ 1. What This Is

This section shows you how to make simple video scripts fast.

#### ★ 2. Why It Matters

Short videos build trust and make you look like a real human, not a logo.

### ★ 3. Do This → Then This

👉 **Do this:** Open your AI tool.

👉 **Then this:** Paste this prompt:

✂️ **Copy this:**

*Create a 30-second video script for my insurance agency.*

*Make it simple, friendly, and easy to record.*

*Topic: [Insert topic]*

👉 **Then this:** Hit “Send.”

👉 **Then this:** Record it on your phone.

### ★ 4. Example Output

“Here’s a quick tip about liability insurance. It protects you if you accidentally cause injury or damage. Most people don’t realize how important it is until something happens...”

### ★ 5. Quick Checklist

- ✓ Keep videos under 30 seconds
- ✓ Speak slowly
- ✓ Smile
- ✓ Use simple language

### ★ 6. Weekly Routine

**Wednesday:** Record 1 short video

**Friday:** Post it on Facebook or Instagram

Total time: **10 minutes per week**

If you’d like me to take care of this for you — your Google Business Profile posts, Facebook posts, or YouTube video uploads — I offer a done-for-you service with simple pricing:

- **Any ONE service: \$59/month**
- **Any TWO services: \$79/month**
- **ALL THREE services: \$99/month**

No contract. No setup fee. Cancel anytime with no penalty. And you own all the content.

**My job is to get qualified prospects to contact you. Your job is to quote their needs and invite them to become a VIP client.**

## ★ SECTION 6 — Multi-Channel Execution

### *How to Turn One Idea Into Emails, Texts, Posts, and Videos*

#### ★ 1. What This Is

This section shows you how to use one idea everywhere.

#### ★ 2. Why It Matters

One idea = five pieces of content = more visibility with less work.

#### ★ 3. Do This → Then This

👉 **Do this:** Pick one topic (example: liability insurance).

👉 **Then this:** Paste this prompt:

✂️ **Copy this:**

Turn this topic into:

- A Facebook post
- A LinkedIn post
- An Instagram caption
- A text message
- A 30-second video script

Topic: [Insert topic]

👉 **Then this:** Hit “Send.”

👉 **Then this:** Copy/paste each version where it belongs.

#### ★ 4. Example Output

**Facebook:** “Liability insurance protects you if you accidentally cause injury or damage...”

**Text:** “Quick tip: liability insurance protects you if something unexpected happens...”

**Video Script:** “Here’s a simple way to understand liability insurance...”

#### ★ 5. Quick Checklist

- ✓ Pick 1 topic
- ✓ Generate 5 versions

- ✓ Post everywhere
- ✓ Save the prompt

## ★ 6. Weekly Routine

**Monday:** Pick 1 topic

**Tuesday:** Generate 5 versions

**Wednesday–Friday:** Post 1 per day

Total time: **15 minutes per week**

If you'd like me to take care of this for you — your Google Business Profile posts, Facebook posts, or YouTube video uploads — I offer a done-for-you service with simple pricing:

- **Any ONE service: \$59/month**
- **Any TWO services: \$79/month**
- **ALL THREE services: \$99/month**

No contract. No setup fee. Cancel anytime with no penalty. And you own all the content.

**My job is to get qualified prospects to contact you. Your job is to quote their needs and invite them to become a VIP client.**

## ★ SECTION 7 — Productivity & Time Management

*How to Save Hours Every Week Using AI*

### ★ 1. What This Is

This section shows you how to use AI to save time every day.

### ★ 2. Why It Matters

More time = more money = more freedom.

### ★ 3. Daily Routine (5 Minutes)

👉 Make 1 social post 👉 Make 1 email or text 👉 Save 1 template

### ★ 4. Weekly Routine (15 Minutes)

👉 Monday: 7 social posts 👉 Wednesday: 1 video script 👉 Friday: 1 follow-up + 1 renewal

### ★ 5. Monthly Routine (30 Minutes)

👉 Create a 30-day content calendar 👉 Update your templates 👉 Review your best posts

## ★ 6. Quick Checklist

- ✓ Use AI daily
- ✓ Keep everything short
- ✓ Save templates
- ✓ Reuse your best content

If you'd like me to take care of this for you — your Google Business Profile posts, Facebook posts, or YouTube video uploads — I offer a done-for-you service with simple pricing:

- **Any ONE service: \$59/month**
- **Any TWO services: \$79/month**
- **ALL THREE services: \$99/month**

No contract. No setup fee. Cancel anytime with no penalty. And you own all the content.

**My job is to get qualified prospects to contact you. Your job is to quote their needs and invite them to become a VIP client.**

## ★ DONE-FOR-YOU SERVICES PAGE

***Let me handle your posting, uploading, and visibility — so you can focus on quoting and closing.***

## ★ What This Service Is

A simple, affordable, done-for-you posting service for busy insurance agents who want to stay visible online without doing the work themselves.

I take care of:

- **Google Business Profile posts**
- **Facebook posts**
- **YouTube video uploads**

You stay consistent. You stay visible. You stay professional. And you stay top-of-mind with prospects.

## ★ Simple, Affordable Pricing

**Any ONE service:**

**\$59/month**

**Any TWO services:**

**\$79/month**

## **ALL THREE services:**

**\$99/month** Best value. Most popular. Maximum visibility.

### ★ **What's Included**

- ✓ Weekly posting
- ✓ Professional formatting
- ✓ AI-enhanced content
- ✓ You approve everything
- ✓ You own all content
- ✓ No contract
- ✓ No setup fee
- ✓ Cancel anytime

### ★ **Who This Is For**

This service is perfect for agents who:

- Don't have time to post
- Don't know what to post
- Don't want to deal with uploads
- Want to look professional
- Want to stay consistent
- Want more inbound leads
- Want to focus on quoting and closing

### ★ **How It Works**

👉 **Step 1:** Choose 1, 2, or all 3 services

👉 **Step 2:** I create and schedule your content

👉 **Step 3:** You approve it, if you wish. I promote what you offer on you website.

👉 **Step 4:** I post it weekly

👉 **Step 5:** You get more visibility and more inbound prospects

★ Ready to Get Started?

Choose your plan:

- 1 service: \$59/month
- 2 services: \$79/month
- All 3 services: \$99/month

No contract. No setup fee. Cancel anytime. And you own all the content.

**My job is to get qualified prospects to contact you. Your job is to quote their needs and invite them to become a VIP client.**

Send an email to [eddie@fyiexpress.com](mailto:eddie@fyiexpress.com) and your online visibility will increase exponentially the same day.

Or if you have questions and wish to talk with Eddie, send a text to (770) 312-2342.

Like you, I get a lot of SPAM calls that I let go to calls missed and delete it.

Eddie K. Emmett  
FYI Express  
(770) 312-2342 |

*"The difficult is taken care of immediately, the impossible takes only a little longer!" |*

[eddie@FYIExpress.com](mailto:eddie@FYIExpress.com) |

<https://www.FYIExpress.com>

Please review me at <https://bit.ly/FYIOnlineMarketingMagic>



Eddie invites you to enjoy FYI Express



"What You Don't Know Can't Help You!" ... Eddie K. Emmett, Editor / Publisher