

# 4 Reasons Anyone Would Want To Work in Our Industry

The workforce of the next generation is full of future salespeople seeking stronger connections in their life and their careers. They've grown up with advanced technology, and they want to be valued as societal influencers and entrepreneurs.

So what does this career path have to offer the next class of insurance and financial professionals? Here are just a few talking points to discuss if you know someone considering a career in our industry.

## Reason #1: Growth Potential

The insurance industry is growing at a faster rate than the average U.S. job market. In fact, by 2030, our country is projected to add about 27,500 new insurance jobs.

Not only is the industry itself growing; leaders within the industry are taking strides to rise to the top. Many people choose to start by selling Medicare and then add products, training and licenses over time to achieve the level of registered investment advisor.

Many positions within our industry are income-based, so the earning potential is substantial and will grow significantly with experience. Not to mention, policy renewals provide a passive income stream that grows along with your book of business.

## Reason #2: Schedule Flexibility

While we might not get a lot of paid time off, we do get the flexibility to choose when we work and when we're available to our clients. If you have a large or young family, the standard nine-to-five schedule might not work for you.

Working from home, a more attractive benefit as of late, is also a big part of our industry. We work from home often, doing research, making calls and connecting on social media.

## Reason #3: Minimal Entry Barriers

To enter the insurance industry, you must pass a state licensing exam. While some firms prefer a college degree, the role doesn't require it. Most agents learn on the job and from their peers or mentors.

The Americans entering the workforce today are tech-savvy and able to communicate on a new level. They can market themselves on social media in a way other generations couldn't previously access. Many of them have grown up on social media and can offer a new perspective to established best practices.

## Reason #4: Opportunity To Do Good

Everyone needs insurance, and it can often come into use in the hardest times. When you help someone find an insurance or financial wellness product that will truly benefit them, you'll have the knowledge that you've made a difference in their lives. You're providing a necessary service to your community and contributing to the greater good.

## The Takeaways

1. The agents and advisors of today are more connected than ever — with each other, with their clients and with the rest of the world.
2. The pros outweigh the cons when it comes to working in this industry, with any average American able to enter the field and prosper. There is also the opportunity for substantial passive income after building a book of business.
3. Always remember: We have the ability to help people transform their lives.