

# From the Agent's Desk

A satirical look at an agent's work life, from the files of Joe Dokes, CLU

By David Douglas Ford

**AGENT'S SALES**  
J · O · U · R · N · A · L  
The How-To Resource for Insurance Producers  
www.AgentsSalesJournal.com

## The Insurance Producer's Book Review Best Sellers List

March 2007

### This Week FICTION

- 1 HARRY POTTER AND THE CAULDRON OF DEATH BENEFITS**, by J.K. Rowling. A wizard of an agent sells Harry and his friends "jumping juvenile" policies full of mystery and intrigue.
- 2 THE DA VINCI CODE NUMBER**, by Dan Brown. Mysterious search for clues that agent code numbers at a large New York-based mutual company contain the hidden secrets of mortality tables and the dates their policyholders will actually die.
- 3 THE BROKERAGE FIRM**, by John Grisham. Attorney-turned-financial-planner joins secretive agent-recruiting organization.
- 4 LEFT BEHIND - AGAIN**, by Tim LaHaye and Jerry B. Jenkins. Agent shows up at the office to discover the entire agency has gone on a company convention without him.
- 5 THE FOUR PEOPLE YOU MEET IN HEAVEN**, by Mitch Albom. Encounter in the afterlife between insurance agent and his home office underwriter, district manager, and best and worst clients.
- 6 P IS FOR PREMIUMS**, by Sue Grafton. Kinsey Millhone searches for an affordable long term care policy.
- 7 THE FEAR OF ALL AGENTS**, by Tom Clancy. CIA analyst Jack Ryan is forced to shut down the entire insurance business.
- 8 THE DEAD ZONE II**, by Stephen King. Something not of this world is stalking the halls of an insurance home office — or is it business as usual?
- 9 THE SECRET AGENT**, by John Le Carre. Insurance rep goes weeks without making a sale.
- 10 THE ANDROMEDA TRAINER**, by Michael Crichton. Genetic experiment gone awry turns agent into agency manager with disastrous results.

### This Week NONFICTION

- 1 STATES OF DENIAL**, by Bob Woodward. Insiders look at the departments of insurance that are least likely to approve new policies in a timely manner.
- 2 HOW TO TALK TO A LIBERAL CLIENT**, by Ann Coulter. Why liberals should have to die without life insurance protection of any kind.
- 3 LIES & THE LYING AGENTS WHO LIE**, by Al Franken. What Fox News won't tell you about insurance agents.
- 4 HE'S JUST NOT MUCH INTO YOU**, by Greg Behrendt and Liz Tucillo. Why your regional manager never returns your calls.
- 5 THE ROAD NEVER TRAVELED**, by M. Scott Peck, MD. How the insurance professional can find meaning and spiritual growth by marketing traditional cash-value life insurance.
- 6 WHOLE LIFE: LOOKING BACK WHILE LOOKING AHEAD**, by David Douglas Ford. Greatest insurance book ever written. Insightful and funny.
- 7 RICH AGENT, POOR AGENT**, by Robert Kiyosaki. How to give agents a sense of self worth and an appreciation for the value of decent leads.
- 8 THE DOCTOR'S 16-WEEK QUICK WEIGHT LOSS PLAN**, by I. Stillman. Chronicles the first four months of a new life insurance agent.
- 9 A REALLY INCONVENIENT TRUTH**, by Al Gore. Former vice president links large insurance sales meetings to global warming.
- 10 GOOD TO GREATER**, by Jim Collins. How to talk your underwriter into giving a super preferred classification when the company's first offer is only preferred non-smoker.