TABLE OF CONTENTS

Introductory	
Life Insurance as a Profession	
The Insurance Agent and His Work	
The Future of Life Insurance	
THE PURICULAR PROPERTY OF THE PURICULAR PURICULAR PROPERTY OF THE PURICULAR PU	•
Characteristics of the Successful Agent	
Perseverance	
Enthusiasm	
Conciliation	
The Best Kind of "Ism"—Optimism	
Concentration	
System	
Luck	
Hustle or Retire	
Value of Time	
Personal Appearance	
Be In Earnest	
Don't Worry—Work	
Ready, Ave Ready	
Be Full of Your Subject	
Do It Now	
Character in the Life Insurance Agent	
Have a System	
Some Good Rules to Follow	
Canvass Only Insurable Risks	
Hook the Big Fish	
Get Cash Settlement with Application	
Study Policy Contract	
Show the Policy	
Deliver the Policy Yourself	