



The Value of Hiring Interns

In my five-hour cassette and/or CD program, [Going to the Next Level](#), I talk at length about how top producers utilize interns and part-time staff to deliver greater efficiency at lower costs. At our firm we have reaped tremendous benefits from the use of hiring college students as interns for the past seven years.

We started our intern program with a gentleman who was a sophomore in college. He came to assist me with my personal production by doing financial plans, asset allocation and proposals. He has now been with our firm as a part-time/full-time employee for seven years. He is now a highly paid sales manager for us in our Gulf Coast area.

Another intern joined us approximately two years later. In this period of time, he served in our back office doing a lot of supervisory duties for our broker-dealer. A little over two years ago, he founded our Annuity Marketing Department that earned our company a profit in excess of \$300,000 in 2003. He is also very well paid for a young man his age.

In addition to creating a lucrative pipeline of future superstars for your organization, here are some of the other benefits of hiring college interns to work at your firm:

1. **It gives you an opportunity to "kick the tires."** If you don't like the performance of the intern, it allows you a graceful way to move on without the awkwardness of having to terminate the employee.
2. **It allows you to train someone to your standards.** You will not have to deprogram someone that brings baggage from another firm.
3. **If you choose to hire them they always fit your culture.** The culture of our firm is very unique and is something we are not willing to compromise under any circumstances.
4. **Interns appreciate the entrepreneurial opportunities so much that they have incredible loyalty.** Our employees are always willing to go the extra mile.

In addition to the financial benefits of hiring interns, I've had the privilege of serving in the weddings of two of our protégés. It is a great honor to know that in both instances, their father was deceased or not active in their lives. They showed their appreciation for my assistance by growing up to be fine men and giving me the honor of serving in their weddings. From my perspective success has never been the

objective, but believing that I am making a difference and creating a wonderful legacy for our business are things that motivate me. Interns can add tremendous value to your organization. The benefits are numerous in efficiency and employee management when transitioning an intern into a part-time or full-time employee. Just in case you enjoy reading this newsletter, it might be interesting for you to know that it is done 100% by our current college intern Lindsay Williams.

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