



Praise for Brian Moran & The 12 Week Year

“In 2 months I have produced 45% of what I did the entire prior year.” - Gail Kaizer

“Since implementing Periodization I’ve nearly doubled my production – in just 7 weeks!”
- Bill McDonald

“Since applying Periodization our agency production is up over 40%, I’m fulfilling my personal commitments and have more life balance.” - Lon Hess

“We structured our goal setting around what was in your Study Guide. Our agency production is up 53%. We are so pumped up!” - Stephen Cliff

“I’ve produced a 300% increase in my revenue generating activity in my first 12 weeks.” - John Wilson

“My average case size has more than doubled, and I’m now working in the affluent business market – so far Periodization has contributed more than \$100,000 to my bottom line.” - Diane Beal

“Periodization and the 12 Week Year has been nothing short of life changing.” - Robert Fisher

“I increased my production 400% and became the first female Mass Mutual Associate of the Year in 103 years. I now produce in 12 weeks what I used to do in twelve months.” - Ann Laufman

“In 12 weeks I submitted 36 cases and paid for \$200,000!” - Brent Burke

“In the 2 months since attending Boot Camp I’ve produced 45% of what I did in the previous twelve months!” - Gary Kotch

“The Bottom line is that the 12 Week Year makes you focus on the most important activities each day. As an agency we are up 53% in just two Periods.” - Bob Fakhimi

“In my first 12 Week Year I experienced a 75% increase in production. The secret is the simplicity of the challenge.” - Alex Gayton.

“Everything I had in my 12 week plan I completed: Everything!” - Ty Atteberry

“I produced in 12 weeks 150% of what I did the prior 12 months.” - Rob Krause