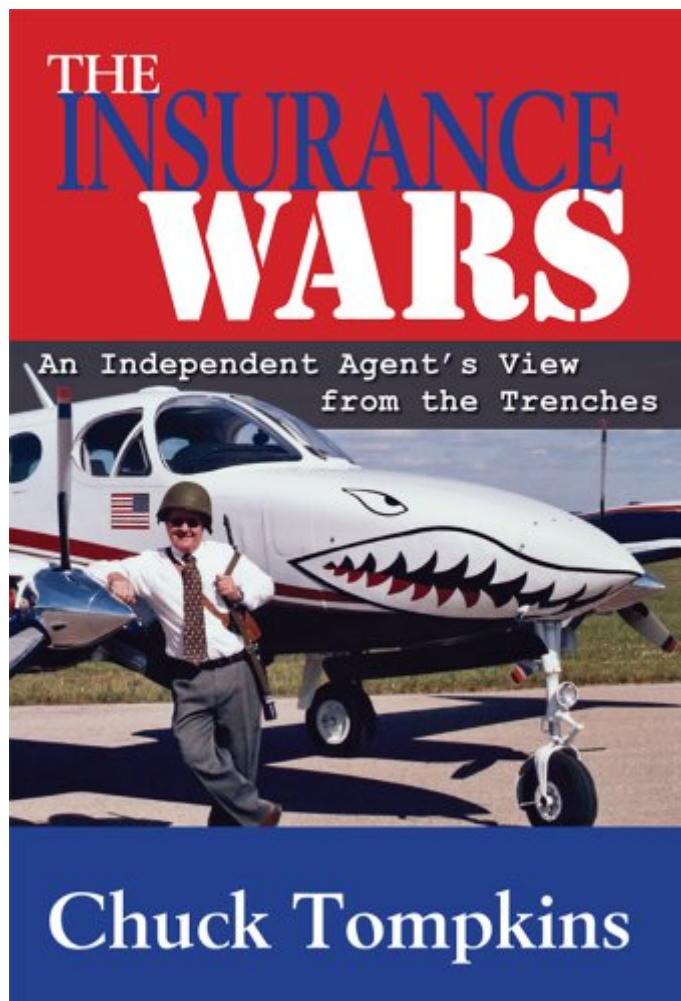


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# The Insurance Wars



## Synopsis

An entrepreneur shares the stories of building a small business and prospering. More than three decades into his life as a multi-millionaire and insurance industry expert, Chuck Tompkins still remembers the day his \$90,000 incoming commission checks weren't enough to convince a small-town banker his business was worth saving. Via a powerfully honest and hearty, "tell-it-like-it-is" reflection, Tompkins uses *The Insurance Wars* to recount many all-too humbling, entrepreneurial lessons like these. They confirm his promise to one day write a book designed to help other small businesses succeed.

## Book Information

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## Customer Reviews

While we agents all have had our problems, this guy tells us how he overcame them and succeeded. I enjoyed the book and would recommend it to any agent.

This book was more than just pretty good--it pretty well described the ups and downs of any small business. I'm in business for myself and at a crossroads. While perusing the internet for work, I've

considered switching careers into Insurance and found this book while doing so. I must say, I bought the book based on the cover--I'm an airplane guy, too--and that caught my eye. As they say "you can't judge a book by its cover," in this case you could. Chuck Tompkins writes with the same voice as what you might imagine from first laying eyes on this combative, tongue-in-cheek book cover. Originally from the Great Plains and understanding farm life, I could really relate to all of these stories Tompkins tells in *The Insurance Wars*. Especially the parts about small family business, borrowing money and having your business affect your home life and family. Recently my wife gave me "what fer" about my small business having financial troubles, and literally after reading this book, I went home with it, certain parts in the book underlined and went, "SEE! Here's a guy that stuck with it and succeeded--!" After reading *The Insurance Wars* I'm certainly not going to become an independent insurance agent, in fact, I'm going to follow Chuck Tompkins advice and stick with the one thing I know best, my business, but also keep in mind that the rewards besides being your own boss, are long term. This book is a great read, it's an easy read, it's very conversational and the stories made me feel like I was listening to my grandfather around the campfire!

I loved this book. My husband gave it to me to read, and I thought, "The Insurance Industry? What do I really need to know about that?" But from the first page, I realized Chuck Tompkins did not intend to only educate young Independent Insurance Agents, but much like "Zen, and the art of Archery" Tompkins was speaking directly to the entrepreneurial spirit in us all and how the topic of "Insurance" could double as a metaphor for anyone. Practically everyone in this new day and age has had an idea for a start-up business, but as most of us know, that's usually a hope, whim and a dream. However, for those still contemplating such a venture, this book is a MUST READ! Tompkins takes the reader on a whirlwind of humorous and touching life-stories, with full account of the business and personal sacrifices needed to be a successful business person. And, what I felt was a very revealing reality of the Insurance Industry, which I'm pleased to know more of...speaking specifically of the fact that I know now: That I'd rather do ANY OF MY INSURANCE COVERAGE through an actual independent agent, than a large National firm whom doesn't know me personally. In the end, you don't have to know much about insurance, or care for that matter, this book also reads as a testament to the old- school philosophy of "a handshake is still how business gets done," but with a real sense of reality about the modern-day necessities of the use of technology to keep up with the business world and trends. I highly recommend this book for anyone 18-80 years old!

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