

# Gaylan Hendricks

Gaylan is the founder and CEO of Senior Security Benefits, Inc. and Insurance Marketing Group. In the male-dominated health insurance industry, she pioneered her way to the top from her company's inception in 2000 to sales of over \$80 million in 2020.

As she has risen in the industry, Gaylan's philosophy has been to help others rather than compete against them. She shares her knowledge as a speaker at events such as 8% Nation, LeadsCon, Medicare Gurus Mastermind, and Ms. Medicare. Additionally, she launched Queen of the Bundle as her platform for coaching others in the industry individually, through podcasts, and on social media where she has gained 1400 followers. She conducts training in cross-selling insurance products with techniques she coined "30-60-90" and "Spouse in the House."

Known for her bright personality, Gaylan brings energy and passion into everything she does. Gaylan excels in designing scripts for sales lead generation. She has held her health and life insurance license since 1987 and serves on the advisory councils for Manhattan Life Insurance Company, Aetna, and Cigna.

Along with her role as CEO, she believes in giving to the community. She has served as a board member of the American Heart Association for 4 years, serves on the executive council for Ronald McDonald House, and supports Hope Fort Worth, Fundamental Legacy, and Polished Ministries.

Gaylan has a fierce love of family and enjoys spending time with her husband Dan, children, grandchildren, and mini Aussiedoodle Ruby Faith. Whenever she possibly can, Gaylan is on a plane traveling the world and seeing first-hand all that God has created.



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