

**Gaylan Hendricks** is a trailblazing entrepreneur and CEO, known for her exceptional leadership and charisma. As the founder and CEO of Senior Security Benefits, she has forged a remarkable path in the health insurance industry. Since its inception in 2000, Gaylan has guided her company to unparalleled success, achieving sales of over \$120 million in 2020.

In a male-dominated industry, Gaylan's determination and pioneering spirit have set her apart. She has fearlessly risen to the top, breaking barriers and inspiring others along the way. With a philosophy focused on helping others rather than competing against them, Gaylan has become a beacon of empowerment and knowledge sharing.

Beyond her role as CEO, Gaylan is a sought-after speaker at prestigious events, captivating audiences at 8% Nation, LeadsCon, Medicare Gurus Mastermind, and Ms. Medicare. Through her platform, Queen of the Bundle, she coaches and guides industry professionals, providing personalized support through private training sessions, training videos, and a vibrant social media presence. Gaylan has built a thriving community of followers, all eager to benefit from her wisdom and experience.

With a genuine passion for helping others, Gaylan has dedicated her career to ensuring that individuals and their families receive the protection they need. Her innovative educational trainings, such as the **30-60-90 Sales Approach**, **Spouse in the House**, and **cross-selling techniques**, equip agents with the knowledge and techniques to provide comprehensive Plans of Protection to their clients. Through these trainings, Gaylan empowers agents to go above and beyond, safeguarding clients and their loved ones.

What truly sets Gaylan apart is her infectious energy and her knack for crafting sales lead generation scripts that leave a lasting impact. With her health and life insurance license dating back to 1987, she brings a wealth of knowledge to the table. In fact, Gaylan serves on the advisory councils for prestigious industry giants such as Manhattan Life Insurance Company, Aetna, and Cigna.



Gaylan's commitment to making a positive impact extends beyond her role as CEO. As the 2023 board president for Ronald McDonald House of Fort Worth, she brings her compassionate spirit to support families in need during challenging times. She is also actively involved in organizations like the American Heart Association, Hope Fort Worth, Fundamental Legacy, and Polished Ministries, demonstrating her unwavering dedication to the betterment of her community.

Gaylan treasures the love and support of her family. She cherishes moments spent with her husband Dan, children, grandchildren, and beloved mini Aussiedoodle, Ruby Faith. Whenever she has the chance, Gaylan indulges her love for travel, exploring the world and reveling in the beauty of God's creation.

Gaylan Hendricks is a force to be reckoned with, combining her entrepreneurial success, genuine passion for helping others, and magnetic personality. She has left an indelible mark on the health insurance industry and continues to inspire and uplift those around her.

## 2026 Ancillary Lines & Medicare Supplement Expo

