



Insurance Agents: 9 Simple Networking Tips Toward Success

You're licensed — what comes next? Getting your insurance agent career off to a great start can feel daunting. Our nine networking tips help ensure you are making the connections you'll need for a successful business.

1 PRESENT YOUR PROFESSIONAL SELF

You're now in an industry full of on-point professionals. Dress and carry yourself like the professional you ARE. Look to others in the industry for examples, then add small style cues that make you feel authentically confident.



2 SHOW UP IN YOUR COMMUNITY

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People may prefer buying insurance policies from someone local — someone who knows the neighborhood and all the good or bad things about living here. Make yourself known in public spaces like sports teams, volunteer organizations or school events.

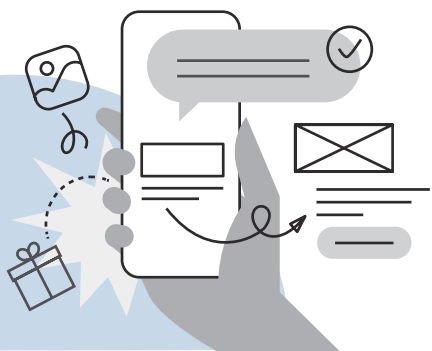
3 BE VISIBLE OUT IN THE WORLD

Beyond local in-person events, post on local bulletin boards and use business card drops. Create branded swag like stickers, chip clips or pens that are memorable and useful. A FMO may offer templates for client newsletters, helping you stay in touch all year.



4 BE VISIBLE ONLINE

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Create your online brand profiles — LinkedIn and Google Business are the two most important. Google helps people in your area find you and helps to showcase your positive client feedback. If you'll be using social media, create a business-only account to keep personal and professional accounts separate. Ask a FMO if they offer a social media guide for agents.

Note: Stay Compliant!

As a licensed insurance agent, you are bound by all regulations and compliance best practices that apply to the products you sell and the state you reside in. Failure to stay compliant can result in the loss of your license and steep fines. Medicare agents must also follow the CMS Medicare Marketing Guidelines.

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BUILD A REFERRAL NETWORK WITH FANS

Every prospect and client relationship can be an opportunity to build a trusting relationship that can create a FAN. A customer is happy with your service. A FAN posts a great review on the web and tells their friends about you. Creating those fans takes effort, but it is worth it. Follow up with new clients to make sure their questions are answered and they know how to reach you, deliver on your promises, and always be consistent in your service.



6

GENERATE NEW LEADS FROM EXISTING CLIENTS

Once you have some happy clients, make sure they know that it's your pleasure to be of service — and you would love to help others in the same way. Ask your clients for the name and contact info of anyone they can refer to you, and THANK THEM for those referrals.



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CONNECT WITH YOUR LOCAL BUSINESS COMMUNITY

Get in touch with other professionals in your area who offer services to the community. This could include financial advisors, real estate agents, small business owners and more. Working together, you can help all of your clients find the expert help they need in any area of their life.



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CONNECT WITH OTHER INSURANCE AGENTS

It might seem counter-intuitive, but having a network of other insurance agents can be beneficial for all. Some agents may be in your product market but offer different carriers, or sell an entirely different kind of insurance. Every agent isn't always the best fit for every client, and having an agent you can send people to helps to build more trust.



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FIND A GREAT FMO

Even if you've implemented all of the previous eight tips, joining an FMO can make a difference for your business. Benefits include access to peers with experience, training resources, marketing materials and even free client management software.

