

# Differentiate yourself and make strong connections with clients and prospects

## How to personalize your Personal Agent Website

In a few easy steps, you'll be ready to differentiate yourself and show consumers what sets you apart. First, log in at [Integrity.com](https://integrity.com) and then use the **Profile Menu** to select **Account**. Click on **"Agent Profile"** to see your **Personal Agent Website** information.

- 1 Start with **Product Preferences, Office Location, Office Hours, Languages Spoken, Company Name** and **Years of Experience**.
- 2 Next, upload an **Agent Photo**. Select a photo and click "Upload a photo".
- 3 Create your **About Me** section. Write about what sets you apart in your area — specializations, professional experience, and more.
- 4 You are responsible for the compliance of your bio. Review the Agent Bio Guidelines to ensure you are compliant by clicking **Submission Guidelines**.
- 5 This disclaimer will appear on your Personal Agent Website for consumers to see.
- 6 Your **Agent Website Link** is personalized with your name. Share this link with prospects and clients.

The screenshot shows the 'Agent Profile' page for Rachel Swanson. The page is divided into several sections, each highlighted with a numbered callout:

- 1** Product Preferences: Includes Medicare, Final Expense, and Simplified IUL.
- 2** Agent Photo: A circular profile picture with the initials 'RS' and an 'Upload a photo' button.
- 3** About Me: A text area containing the bio: 'I'm always happy to assist clients with their insurance needs!' and a '500 characters remaining' indicator.
- 4** Submission Guidelines: A link to review compliance guidelines.
- 5** Disclaimer: A text block stating that the bio information is solely the agent's and not the company's view.
- 6** Agent Website Link: A personalized link 'https://www.planenroll.com/Rachel-Sw...' with a 'Copy Link' button.

Other visible sections include 'Languages Spoken', 'Company Name', 'Years Experience', 'Agent Phone Number', and 'Availability Preferences'.

Your Agent Bio page will have helpful information so clients get to know you as a real person and help you build stronger relationships.

**Log in and personalize your info today!**