

# Differentiate yourself and make strong connections with clients and prospects

## How to customize 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 to MedicareCENTER or LifeCENTER 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, Years of Experience, Office Hours, and Office Location.**

2. Next, upload an **Agent Photo**. Select a photo and click "Upload a photo" to submit your image.\*

3. Create your **About Me** section. Write about what sets you apart in your area — specializations, professional experience, and more.\*

4. Here you can add your **Product Specialties** and **Languages Spoken**.

5. Your **Agent Website Link** is now personalized with your name! Share this link with prospects and clients (Don't worry. Your previous link will still work, too).

The screenshot displays the 'Account' page for Rachel Swanson. At the top, there are navigation options: 'Account Settings', 'Agent Profile', and 'Selling Permissions'. The main content area is divided into several sections: 'Product Preferences' (Life, Health), 'Years Experience' (8), 'Office Location' (4675 S Red River Road, Dallas TX, 75...), and 'Office Hours' (Mon 8:30AM - 9PM, Tue - Fri 9AM-6...). Below this is the 'About Me' section with a placeholder text and a character count of 396. The 'Product Specialties' section includes 'Medicare Advantage' and 'Medicare Supplement'. 'Languages Spoken' includes 'English' and 'Spanish'. The 'Agent Website Link' section shows a personalized link: 'https://www.planenroll.com/Rachel-Sw...'. Finally, 'Availability Preferences' includes 'Forward Calls to:' with the number '435-555-8989' and a 'Lead Source' dropdown set to 'Health'.

When your profile information is completed and approved, 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 customize your info today!**

\* Photos and About Me sections are submitted for approval before publishing to your Agent Bio page.