

SELF-PROMOTE IN YOUR *Community*



Trusted Choice® provides you with free, informative, modern insurance content. Build credibility for your agency by using it in blogs, on social media accounts and websites.

Infographics. Articles. Ads. Tagged Posts

SOLVE PROBLEMS



'Good Products Sell Themselves'

Listen to what is being said around you and offer solutions. Old school networking & advice sharing is alive and well.

THE BRAND

UNDERSTAND & EMBRACE IT

Own it. Be proud of it.

If someone asked you today "So, what is Trusted Choice®..." would you be able to answer?

Trusted Choice® agencies are independent insurance agents whose access to multiple companies and commitment to quality service enable them to offer clients competitive pricing, a broad choice of products, and unparalleled advocacy. They are dedicated to you and are committed to treating you as a person, not a policy.

You know the importance of the elevator pitch. Make sure Trusted Choice® is worked into yours.



USE THE LOGO

On your business cards, shirts, letterhead, website, signs, ads, Facebook page, your LinkedIn profile, e-mail signature

Increase visibility of the logo around town & you'll become the recognizable face of the brand in your community.



CHAMPION *Your Community*

Supporting others has a wonderful way of coming back to you.

SPONSOR a little league team & use the logo.

SHARE the church spaghetti dinner info on your Facebook page.

GIVE a Facebook shout-out to a local student who achieved something great.

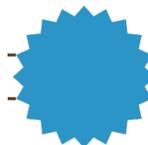
ATTEND local events, especially Trusted Choice® Make-A-Wish events, wear your logo'd shirt & post photos.

PURCHASE ad space in a local program & use a free customizable Freedom Campaign ad.

SHOW UP WHEN THEY SEARCH ONLINE

Do you know who's searching for an insurance agent online?

**YOUR
COMMUNITY MEMBERS!**



Sign up for a **TRUSTEDCHOICE.COM ADVANTAGE SUBSCRIPTION** & fully complete your profile to make the best connections.



ACCESS YOUR RESOURCES - WWW.IIANC.COM

