

# We are TrustedChoice.com

It's tough out there. Welcome to the place that helps independent insurance pros compete in a digital world.

## So you have an Advantage Profile. Now what?

### Update Your Profile to Make It Attractive to Online Shoppers.

Pick a Killer Profile Image. Think people, not logos or buildings. Featuring a close-up portrait of your team members or partners is the way to go.

*Tip - Think square, similar to your Facebook profile photo, for maximum effect.*

Get Personal With Your About Us. Your agency description is your chance to connect with prospects. Be personal, speak in a conversational tone, and show them who you are and why they should pick your agency.

*Tip - Include niche or specialty words that show where your agency excels to peak search results.*

### Set Your Business Appetite

Tired of RV insurance policy requests? Prefer not to insure small businesses that don't currently have insurance. Feed your appetite engine with only the leads you want to receive by getting hyper-specific about the what you want.

### Boost Your Visibility and Credibility

Add all the social links your agency uses - not just Facebook - and get an instant profile search boost. The more backlinks you connect to your profile, the more your agency becomes digitally visible thanks to the way Google searches for content.

Personalize Your Agency Video! No fancy equipment needed...just an iPhone. Shoot a short, personal intro video, upload it to YouTube, and then share it on your TrustedChoice.com profile page.

Client reviews skyrocket a prospects trust in your agency. Click on the Add Testimonial button and upload any testimonials you already have on hand.

*Tip - request your agency's personal URL from your profile page to easily ask customers to leave a review of your agency on your TrustedChoice.com profile page.*

### Work Your Referrals

Have your inbound calls go directly to a person. Phone trees or automated messages lead to missed connections.

Reply to email requests immediately. Remember, the prospect is actively shopping so the longer you wait, the greater the chance they've moved on.

Update the status of your referrals and leave feedback on your TrustedChoice.com dashboard.

Want more assistance? Contact Stacey Villano at [svillano@biginj.org](mailto:svillano@biginj.org) or 609-587-4333.