



Online Brand - Presence

“ A brand is simply trust.” - Steve Jobs

Whether you like it or not, managing your online brand and presence is something you must do.

The following is a collaboration from our Growth Task Force and Larry Linne:

Do a Google search on yourself

- What people will think of you is what people will find about you. Make sure they find what you want them to find.
- Make sure to clean up anything that you don't want to shine.

Clean up your LinkedIn

- Create a summary statement that defines your differentiation.
- Only have past jobs listed that contribute to who you are today.
- LinkedIn recommendations (not just skills endorsements) are a must. Go to your profile and scroll down to 'Recommendations' and there's a link to 'ask for a recommendation'.
- Make sure your online message reflects your live message.
- A high quality (1 page) attachment that bullet points specifics to your niche, association endorsements, leadership positions, volume of clients/premium in this space, etc....to set the stage that you are the expert they should be talking to.
- Keep track of who is 'checking' you out but don't 'pounce' on someone immediately.

Develop content and make sure it is provided to people who will find value

- Intellectual property posted online must be able to be digested quickly. Quick reads and short videos.
- Do not overdo it. Be smart and timely about the frequency of posting.
- Highly focused content. If the title or topic is broad it will be glossed over.
- You can post others content with your analysis or comments.

Here are some unique ideas from the InCite Growth Task Force;

Scott Moak - *Identify the best thing(s) your agency has done during COVID to bring value (insurance related or not). Offer some sort of “Stimulus package” to give away (value, etc).*

Michael Bodack - *Make a video of yourself saying something smart, anything. Go on Fiverr (www.fiverr.com) and hire a video editor for \$100 to make a promo video for yourself. Better yet, ask your 5 best customers to record a 30 second spot about “Why they chose you?” and then have a video editor splice those together.*

Michael Loeters - *Webinars need to be highly focused and kept to 20 minutes ideally. Get them in, be high impact on the focused topic and get them out. People are more apt to give you 20 minutes than an hour now.*

Andy Bassett - *People are looking for valuable education right now as well as something to make them feel good. That needs to be the focus of our message right now. We need to be supportive of our communities right now. As leaders of our companies, we need to create organizational messages that align with this as well.*