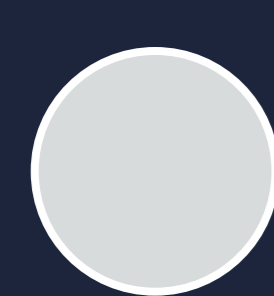




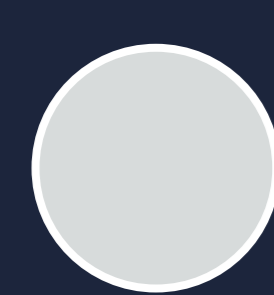
LINKEDIN PROFILE CHECKLIST FOR INSURANCE AGENTS



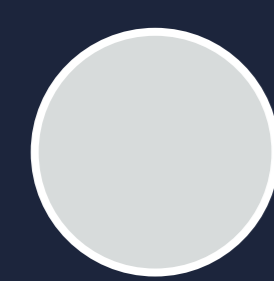
Showcase your personal brand with an attractive cover photo (646 x 220).

Use a catchy title like: "Independent Agent helping baby boomers choose Medicare plans".

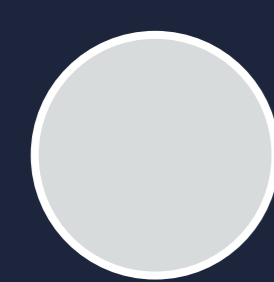
Professional photos only—no selfies!
500 x 500 px



Know multiple languages? Great! List them to broaden your reach. Volunteer experience listed at the end of your profile is also shown here.

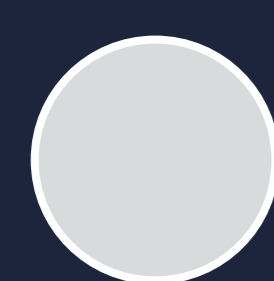


Make your personal brand shine in your summary. Explain who you are and what you do with some personality. Make it short, sweet and memorable.

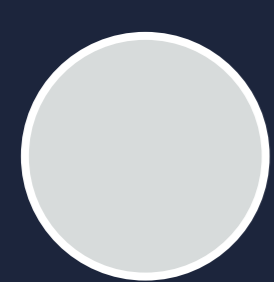


Only put relevant past employment in your work experience. Your most recent positions go on top. Make your descriptions clear, concise and accurate. Always double-check your spelling and grammar!

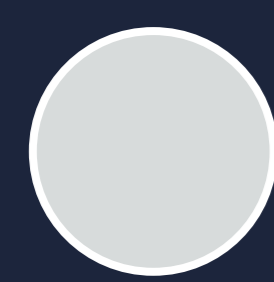
Link to your employer's Company Page by entering it in the "location" field.



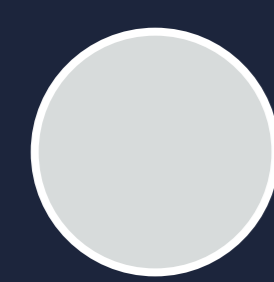
List Medicare, Medicare Advantage and Medicare Supplements as skills. Any other types of insurance (or just "insurance") can also be added. Share any and all skills that will make you stand out. Showcase communication and customer service skills. Ask your connections to endorse you and you're all set!



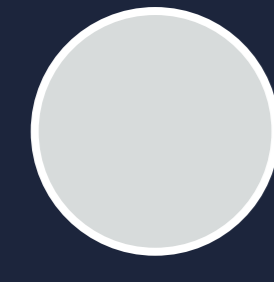
List your college and grad school experience here. You can even list your high school education—you never know what you'll be able to make a connection on!



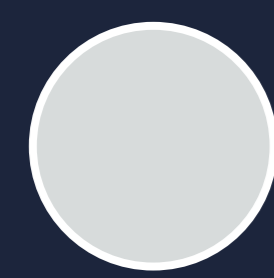
Put advice for people who want to contact you under "additional info" (phone number, email, website, etc.).



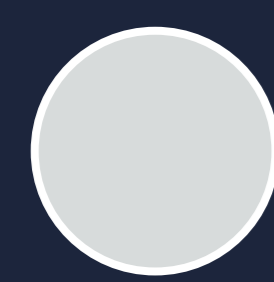
Always be involved in your community to establish a local presence. List your orgs here.



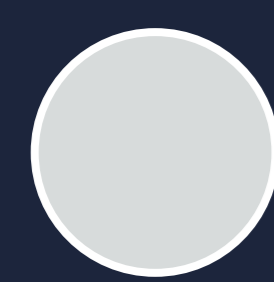
Show what you care about. Take time to volunteer with baby boomers and add experience here.



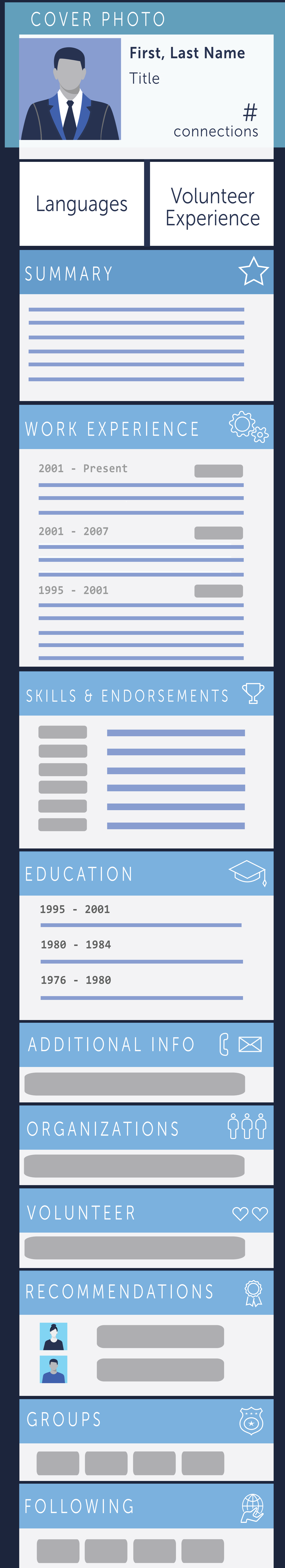
Recommendations add credibility to your page. Ask previous colleagues and supervisors for a recommendation on a previous job position!



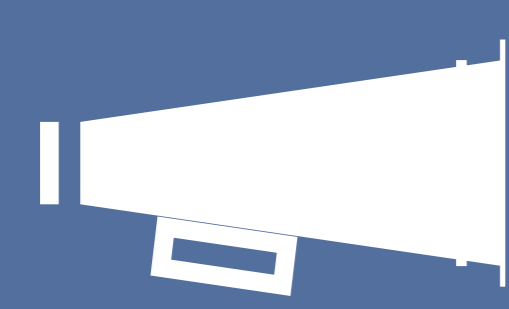
Get involved with niche and industry groups! Post often to promote your services/content, expand brand exposure and connect with like-minded business professionals.



The influencers, news sources, companies, and schools you follow will go here.



LinkedIn Tips for Agents & Brokers



- Promote your page by including a link in your email signature.
- Stay compliant! Adhere to CMS guidelines for all online activity.
- If an individual follows your page, likes or comments on an activity, Medicare brokers cannot take this as an "okay" to solicit Medicare.
- Medicare brokers cannot solicit Medicare to individuals who have not expressed interest.



- If someone reaches out to you for more information, provide a Scope of Appointment form.



- Use LinkedIn Pulse to publish helpful articles. Share them to your newsfeed.
- Post educational resources, helpful tips and recommendations that benefit your target market.

At a loss for what to post? AGA's got you covered!

Follow our LinkedIn company page for sharable Medicare content.

www.linkedin.com/company/AGAInc

www.appliedga.com