OPTIMIZE YOUR LINKEDIN PROFILE

USE A TAGLINE THAT CATCHES ATTENTION

example: "I help business owners protect their businesses."

Pro tip: try to speak to their pain points & keep it short

YOUR SUMMARY

Now that you've caught their attention, speak directly to the challenges they face as business owners. What are their concerns? And how does your service help them?

TAILOR YOUR POSTS & ARTICLES TO ANSWER THEIR QUESTIONS

WHY EVERY BUSINESS OWNER NEEDS LIABILITY INSURANCE

SAVE MONEY WITH A BUSINESS OWNER'S POLICY

HOW TO PROTECT YOUR BUSINESS ASSETS

EXPERIENCE

SHOW OFF YOUR EXPERTISE

Even if your last position wasn't insurance related, highlight the skills that make your experience relatable to business owners.

example: Assisted with day-to-day office operations

HIGHLIGHT YOUR SKILLS

COMMERCIAL INSURANCE

CUSTOMER SERVICE

MANAGEMENT

ASK FOR ENDORSEMENTS & RECOMMENDATIONS