



# YOUR QUICK START SUCCESS GUIDE

## GETTING STARTED WITH YOUR AGENCY INITIAL STEPS

1. Set up your Website to generate a "real" presence
2. Set up a Google Business Account to generate more local business
3. Set up your Carrier Partners Business Profiles to show presence in your area with your carrier partners
4. Set up your Online Business Directory Profiles on these free platforms (see directory list)
5. Update your Professional LinkedIn Profile
6. Set up a Facebook & Instagram Business Page to show relevance in the industry
7. Join relevant groups on your social media platforms - become more active
8. Create a Personal Lead Generation List of 100 people you know (work these contacts into your leads system to call and build a sales process for quoting them)
9. As your personal contacts become clients ask them for referrals
10. Become more involved in your community - Join networking groups, attend local events, support a non-profit or local charity group, sponsor a club sport (this is a great way to capture free leads from the association, board members, coaches, and parents)

**If you want to be successful within your industry and have a competitive edge against the competition take these initial steps and actively apply them into your practice.**