

MODERN INSURANCE AGENCY SERIES

— 19 SHORTCUTS TO —
**KILLER INSURANCE
MARKETING**
— IN HALF THE TIME —



MICHAEL JANS



MICHAEL JANS

ADVISORY

Who is Michael Jans?

Michael has been creating and delivering organic growth and marketing strategies to insurance agents & carriers for 25 years. He founded and ran the industry's largest insurance agency marketing company, Insurance Profit Systems.



In 2008, he founded and ran the industry's largest marketing automation software company, Agency Revolution, and, successfully sold it to a highly regarded private equity firm.

He continues to host "**The Connected Insurance Podcast**" series for **Agency Revolution**.

Michael has published over 50 books, courses and programs for insurance professionals. He is the co-author of "**The Insurtech Book**", published by Wiley, May, 2018.

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Podcast: michaeljans.com/podcast/

Agencies can grow 40% or more per year? How do they do that?!

“Why are some agencies growing so much faster than others? What do they do differently? And, **what do we need to do to be more like them?**”

Those are the kinds of questions agents ask me all the time.

There really is a simple answer:

They’ve engineered a marketing system that works.

Of course, the devil’s in the details. But, in fact, that is a straightforward answer to one of the most important questions facing retail insurance agents today.

They’ve engineered a system. That means they’ve done something very, very few agency principals have done.

They’ve taken the time to think through the most fundamental – and, sadly, overlooked – questions that should be at the very core of the DNA of every, single agency today:

- What kind of relationship do we want with our clients?
- Who are the best clients we have?
- How can we get more of them?
- How can we keep them longer?
- How can we get the marketplace most efficiently and effectively toward deep and loyal relationships with our agency?
- How can we design and engineer this so that that happens reliably and profitably?

Great marketers have long recognized that the biggest impact in marketing doesn’t come from the much celebrated moment of client acquisition.

The biggest impact in marketing comes from the **length and the depth** of the relationship it can help create. **After acquisition.**

QUICK START GUIDE *19 Shortcuts to Killer Insurance Marketing in Half the Time*

They know that in the agency channel, the purpose of marketing isn't customer acquisition.

That's only 'stage one' in any serious marketing process.

Rather, the purpose of customer acquisition is to get a relationship.

Or – the opportunity to **earn** one.

Great marketing is about the entire process. From beginning to end...and, with **content marketing** you can make sure:

- you're getting the right people in your marketing funnel to begin with, and,
- you're building relationships that last for life.

In other words, you can have a book of business is filled with **loyal clients**.

As a matter of pure business sense, the value of loyalty is well-documented¹.

So, getting back to those super-successful agents. They do some things differently.

- They think through those big questions about getting and keeping customers.
- They design and engineer a system that does that reliably and profitably.
- And, they're very specific about what they want that system to do. Create loyal clients. **The money's in the relationship.**

More often than not, this kind of hyper-growth of 40% or more is a relatively 'new' kind of marketing. (Or, most people think it's new.)

It's 'content marketing.'

In fact, content marketing is well over a hundred years old. Arguably, much more than that².

But, there is something new about it.

The internet. It has made content marketing both much more powerful. And, easy.

¹ The Ultimate Insurance Strategy & Marketing Guide: The Death of the Old School Agency. The Rise of the New Marketing Masters. Michael Jans. 2018. Michael Jans Advisory.

² The 40% Growth Book: The NEW Content Marketing for Insurance Agents & Brokers. 2018. Michael Jans Advisory.

QUICK START GUIDE *19 Shortcuts to Killer Insurance Marketing in Half the Time*

It's also made consumers quietly demand it. They want vendors who deliver value. Demonstrate expertise. Care about their customers.

And, when they find them, they reward them richly.

The Content Marketing Institute defines content marketing as “a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

It's the kind of marketing that makes people **thank you** for your marketing. Because it's the most respectful form of marketing. It means that you've thought deeply about your customers. You've identified their problems. And, you've found some solutions.

It's the kind of marketing that makes people **love your agency**. Because you stand for something that matters to them: **their well-being**. And, you 'put your money where your mouth is' – by curating, creating and communicating solutions.

Get to the Next Level.

VISIT THE LEVEL 5 MASTERMIND

WHAT TO DO IF YOU FEEL INSURANCE IS BECOMING A COMMODITY

Stop selling a commodity.

In other words, **add value**. That's what entrepreneurs do.

The new content marketing makes that easy.

Indeed, any agent who wants to be paid 'above and beyond' has to do one thing.

Go above and beyond.

Content marketing is the easiest and most powerful way to go above and beyond. You create content 'out of thin air.' It's made up of **ideas**. No factory. No expensive machinery. No capital outlay.

It's usually made up of what you already know: **your expertise**.

And, what you don't know is easy to find.

THE PURPOSE OF THIS GUIDE

This is not a manual on content marketing. It's really a companion to **The 40% Growth Book: The NEW Content Marketing for Insurance Agents & Brokers**. That book delivers a comprehensive overview on what it is, why it works and how to do it. (Please visit my website to claim your free copy.)

This manual makes content marketing easy. And, fast.

I've been delivering content to the insurance industry for 25 years. Over 50 courses and manuals. 6 books. More video and audio than I can track. The most popular podcast in the independent insurance arena.

It's made it possible for me to sell over \$50 million of my own products and service. (And, to accelerate the sale of at least \$10 billion in my clients' insurance sales.)

There's only one way for that to be possible.

I NEED SHORTCUTS.

Indeed, they change over time. Some come in handy for different projects more than others.

QUICK START GUIDE *19 Shortcuts to Killer Insurance Marketing in Half the Time*

Some are mission-critical.

In these pages, I'm sharing with you the shortcuts I use today. They're not 'productivity hacks' (like time-chunking, planning secrets, etc.). That's a different list.

They're **tools**. They let me get so much more done than I could possibly do without them.

I've divided them into these categories:

1. **Getting to the Right People:** how to be crystal clear on who your marketing to and what they will respond to
2. **Getting Content:** easy ways to find what you're looking for – and get it delivered to you automatically
3. **Getting Organized:** keeping everything in order, saving content and super-easy research secrets
4. **Getting Great Ideas:** how to know exactly what to write about and have enough ideas to flood your marketplace with value
5. **Getting Attention:** how to grab your marketplace by the eyeballs and pay attention!
6. **Getting Results:** how to create content like a pro and get it done fast!
7. **Getting WOWs:** how to make sure your content looks first class and people take you seriously!

GETTING TO THE RIGHT PEOPLE HOW TO BE CRYSTAL CLEAR ON WHO YOUR MARKETING TO AND WHAT THEY WILL RESPOND TO

Xtensio

The heart of marketing, of course, is people. Everyone is different. But, in order to be successful at marketing, it's useful to identify certain major groups. Ideally, the ones who are best suited for your agency.

One of my early marketing mentors, Dan Kennedy, taught me how useful it is to sequence your 'marketing thinking' into a '3M' method:

- The market
- The message
- The media

It's important to think in **that order**. First, understand the market. The **people**. Know what makes them tick. Their hopes and dreams. Their motivations. Their personalities. Their habits.

Clark Andrews

AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter

Motivations

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Personality

Extrovert Introvert
Sensing Intuition
Thinking Feeling
Judging Perceiving

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Technology

- IT & Internet
- Software
- Mobile Apps
- Social Networks

Brands

Nike +

31

xtensio.com

This tool – that you'll find at xtensio.com – is a useful way to organize that information. And, to stimulate your thinking. When I work with a client, I use this tool for two reasons:

- To clarify my own thinking, and,
- To communicate to everyone involved in the project (like the agency or company principals, the marketer, etc.)

It has a free version. And, it delivers a really good-looking product!

Learn The Reliable Path & Plan for Growth.

VISIT THE LEVEL 5 MASTERMIND

GETTING CONTENT EASY WAYS TO FIND WHAT YOU'RE LOOKING FOR – AND GET IT DELIVERED TO YOU AUTOMATICALLY

Toby

Staring at a blank page isn't just every writer's nightmare. It's also the worst place to start.

'How do I know what to write?' (Or video or whatever.) That's often the first question I get from novice content marketers.

The answer is: by listening to your market.

The great copywriter Robert Collier urged marketers to 'enter the conversation already going on in the mind' of the customer.

That means that you need to know their world. As if from the insideout.

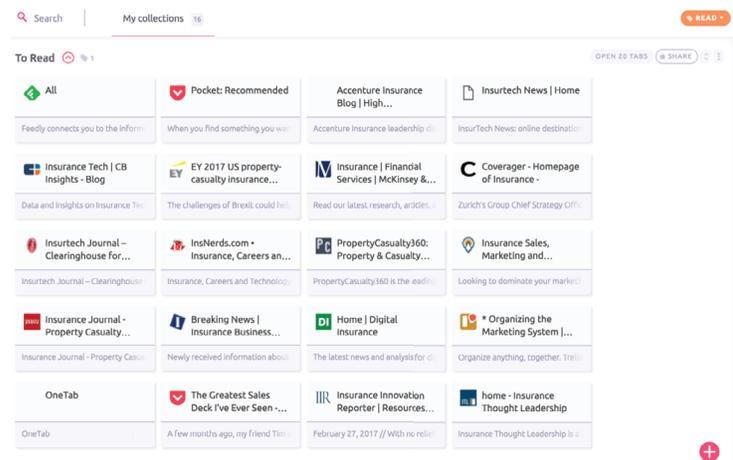
Imagine having a full-time librarian curating information just for you on just the topics of your choice.

There are a lot of 'digital' librarians out there. (And, most have a free version.)

I start with Toby. It lets you create an entire reading library that pops open with the latest information from each source, with the click of a button. (I like this tool for other reasons, as well. You can create a 'panel' of websites that you open regularly for different functions. I have one for 'morning reading.' And, one for 'writing content.' And, one for 'writing marketing.' And, so forth.)

As you can see, I read a lot of insurance trade magazines and similar content sources. Rather than let my email deliver them helter-skelter at their pace, I review and read them at **my** pace. One click of Toby, and it opens up all of my normal, daily sources.

BONUS: if you want to train your brain to read faster, download Reedy. It's offers a free speedreading app that automatically adjusts the speed of what your reading online. Never be overwhelmed by 'too much to read!' again.



gettoby.com

GETTING CONTENT *EASY WAYS TO FIND WHAT YOU'RE LOOKING FOR – AND GET IT DELIVERED TO YOU AUTOMATICALLY*

Feedly

Some tools overlap. In this case, I've found that it's worth it. Toby is a multi-purpose tool. And, I do like to get a feel for what different journals are paying attention to. I have relationships with most of the editors, so Toby makes it easy for me to get to know the interests of each online magazine because it opens each one of them up. (It's also a multipurpose tool, as I mentioned above.)

But, I also use – and, highly recommend – Feedly as an 'RSS' feed (Really Simple Syndication).

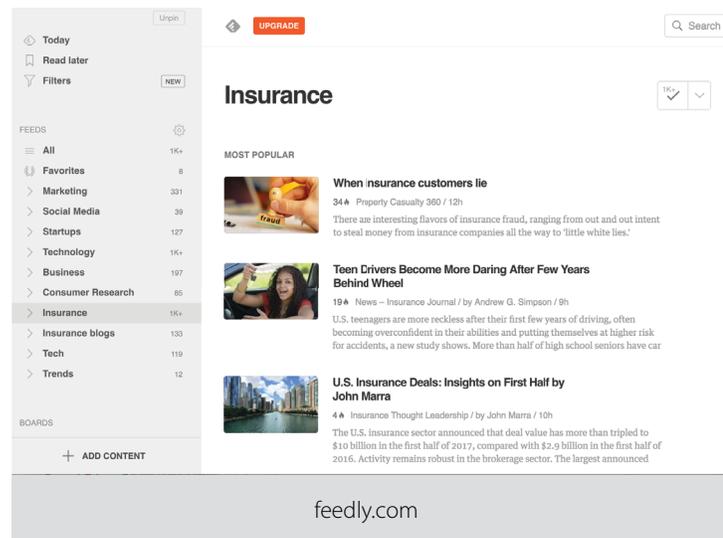
You can set up your own categories, topics, people to follow, keyword alerts and so on.

It delivers a ready-made platter of articles tailored just for you.

Open and read – whenever you want.

Be sure to track the content that your marketplace is reading. You'll know what's in the zeitgeist of the moment for every niche of your choice.

Here's a reasonable promise. Set up 15 minutes a day to read. Do it in a disciplined, organized fashion. Use a tool like Feedly to 'feed' you what's most important. Do it for one month. You'll be amazed at how much you've learned.



Get to the Next Level.

VISIT THE MASTERMIND

GETTING ORGANIZED *KEEPING EVERYTHING IN ORDER, SAVING CONTENT AND SUPER-EASY RESEARCH SECRETS*

Pocket

What do you do when you see an article that just might be very useful, but you know you're too busy to read it now?

The internet is a fire hose of content. There's never 'not enough' content. There's too much. So, when we're busy, it's easy to just move on. Maybe make a mental bookmark to go back and read it. But, of course, we're busy later – and never get around to reading it.

One tip that I stress. If **knowledge** is an important part of your job – and it is! – you need to make knowledge a discipline.

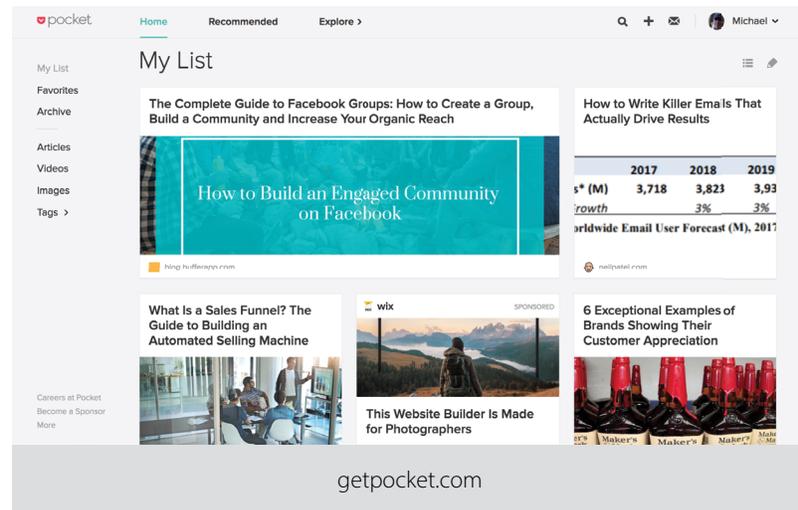
Schedule reading time.

If you haven't done that before, start with 15 minutes. That's all. (Because your brain is going to scream, 'I'm too busy.' Argue back: being smarter will give you **more time**. Then, demand 15 minutes...and let it evolve from there.)

But, back to the common problem: you see something you want to read but don't have time **now**.

Click a button and save it. To 'Pocket.' (You can download it – free – at getpocket.com.)

As with most apps, Pocket keeps changing – and getting better. It tracks your interests and suggests more articles that are up your content-consumption alley.



[Learn About The Level 5 Mastermind Program Here >>>](#)

[VISIT THE PROGRAM](#)

GETTING ORGANIZED *KEEPING EVERYTHING IN ORDER, SAVING CONTENT AND SUPER-EASY RESEARCH SECRETS*

Evernote

Evernote is probably my go-to, all time favorite app. It's soooo multi-purpose that, once you get hooked, you'll find more and more uses for it.

It's your online notebook. It lets you save anything with it's Chrome Extension. (One click.)

It's also a great place to take notes. It has an excellent search function, so you can find anything you ever saved.

When I start getting serious about a project – writing a new book, for example – I set up a special notebook for that topic. Articles, video, links, images, pictures from your phone – save them all.

You can even dictate notes on the fly.

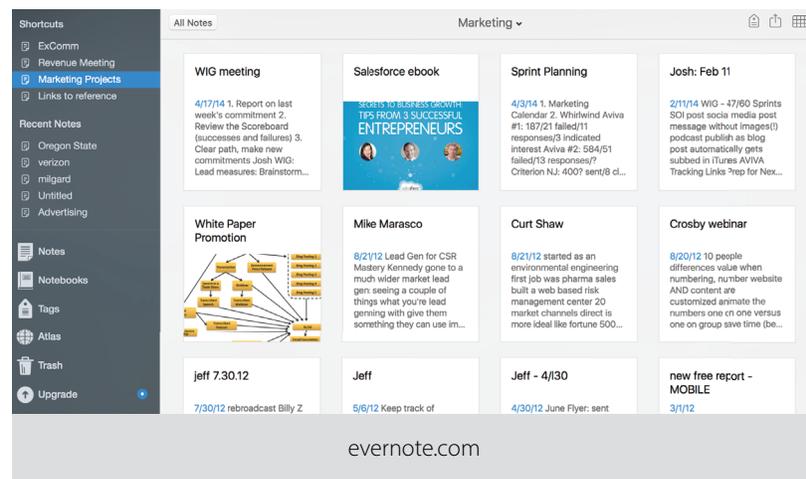
They have premium versions with useful bells and whistles (like collaboration with team members).

But, the free version gets you what you'll probably need for content storage and organization.

The biggest problem with Evernote: it does so much that at some point, you end up with notebooks upon notebooks.

I've developed a system to keep me organized within Evernote. Give some thought to how you want to organize it.

But, don't hold back This is a great tool. Dive in.



GETTING ORGANIZED *KEEPING EVERYTHING IN ORDER, SAVING CONTENT AND SUPER-EASY RESEARCH SECRETS*

Weava

Weava: the best research assistant of all time! (Formerly GistNote.)

Remember sitting in front of a text book and highlighting the stuff you absolutely must know?

That's Weava – online.

Read an article – and highlight. Organized your highlights in colors if you choose.

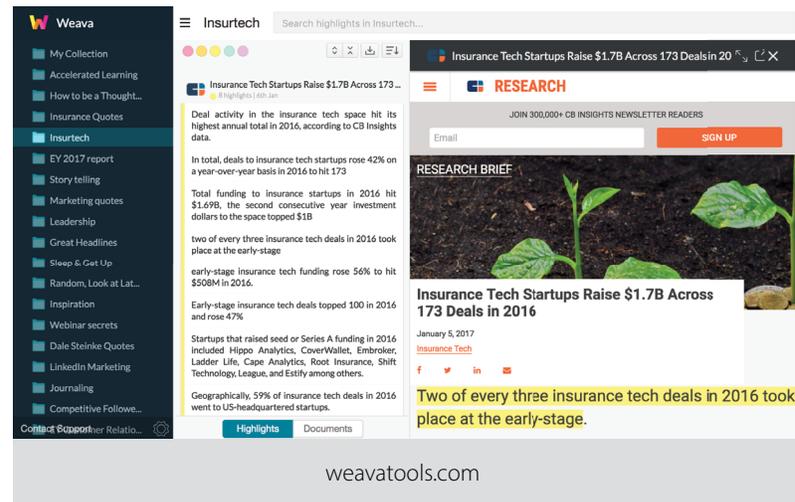
Weava will save and organize all of your articles, along with every highlight you made.

This way, when you're ready to write your own content, you'll have concepts and quotes that you can use – and Weava will save the URL so you can give it the proper citation.

(It's also a great 'accelerated learning tool.' When I find an article that's jammed with valuable content, I'll set a reminder to go back and review my highlights – even if I'm not writing about it.)

I open my Weava Chrome extension almost every time I'm reading content that I think I'll use later. (Or, if I just want to go back and review what I highlighted for my own learning.)

I highly recommend this one.



How Do Other Agents Grow Quickly? Learn Now.

VIEW MY LEVEL 5 PROGRAM

GETTING GREAT IDEAS *HOW TO KNOW EXACTLY WHAT TO WRITE ABOUT AND HAVE ENOUGH IDEAS TO FLOOD YOUR MARKETPLACE WITH VALUE*

BuzzSumo

Imagine this. You want to know **exactly** what to create content about. Maybe you've got a brainstorm list of ideas. Maybe you're just plain stymied.

Then, someone tells you they have a secret method to spy on what's getting traction out there. Not in someone's imagination.

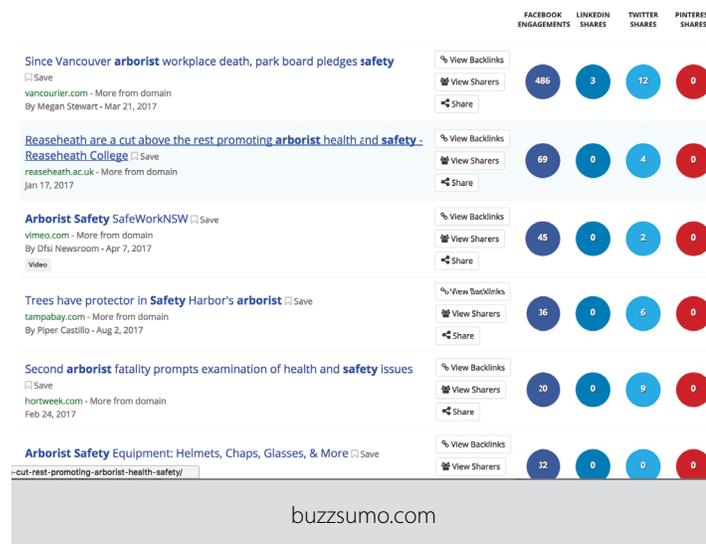
In the real world.

BuzzSumo does just that.

You type in the keywords you want to know about. Buzzsumo shows you content that's been published about that...

...and here's where the magic happens. It tells you how much engagement it got from real people.

Facebook engagement. Twitter shares. Pinterest. Reddit. Links.



Even an 'evergreen' score. That shows how much it gets shared long after publication. In other words, you'll find out the kinds of content that have a long life.

You can also sort by date published (from the last 24 hours to the past 5 years).

Yes, there's a free version.

BONUS: Ever have a hard time focusing? (Who doesn't?!) Download the 'pomodoro' Chrome extension. It lets you set a time for your focus period. (Remember to reward yourself when your done. And take a break!) Many people use 25 minutes as their 'total focus' pomodoro period. I prefer 45 minutes – and if I'm 'in the zone,' I just keep rolling. Try it. Very helpful.

GETTING ATTENTION *HOW TO GRAB YOUR MARKETPLACE BY THE EYEBALLS AND PAY ATTENTION!*

Blog Title Generator

Now you've got your idea. And, you need to create. Blank screen again, right?

Let's make it easy to get started. And, let's make sure that once you publish, you get their attention.

As any professional copywriter will tell you, your **headline** is the most important copy you'll right. If the headline doesn't suck the reader into your body copy, it's all for naught.

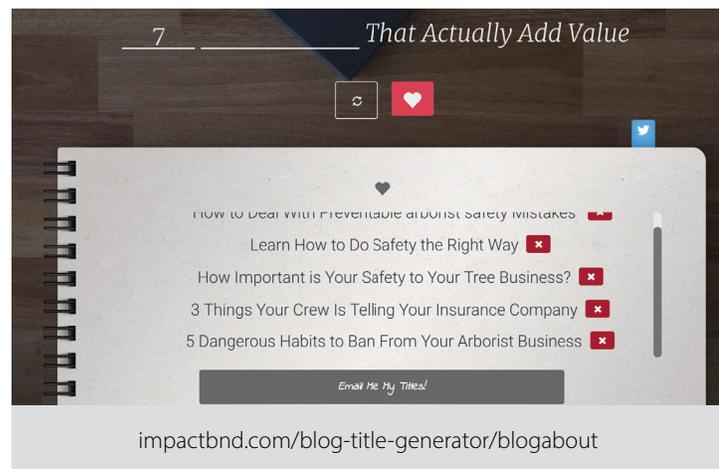
Some of these tools play a bit of a dual purpose. Sometimes, even if I have the general idea of my topic, these tools may help me narrow it down. (Try 'em. See how you want to use them.)

When I started my copywriter career – about 25 years ago – headline writing was a mysterious and dark art.

Those of us 'in the know' were paid a lot of money because we knew the tricks to getting attention and drawing readers into our copy.

The internet has changed all that. Some of these tools practically write the headline for you. The 'blog title generator' here does just that. You enter a few keywords – and, kaboom – this tool starts making suggestions.

Too easy!



Achieve 30% Annual Growth.

[VIEW THE MASTERMIND](#)

GETTING ATTENTION *HOW TO GRAB YOUR MARKETPLACE BY THE EYEBALLS AND PAY ATTENTION!*

The Content Idea Generator

Here's another tool that's a lot of fun – and useful. The Content Idea Generator also makes it easy.

And, you can use it to build headlines or to help you narrow your focus.

Type in your keyword.

Like I chose 'cyber insurance.'

Bingo. It starts spitting out headlines.

Sure, you won't use a lot of them. But, when the right one pops up, you'll go 'wow.'

(Like, maybe-maybe I won't use True Facts About Justin Bieber's Love of Cyber Insurance!)

But, let the tool do its magic.

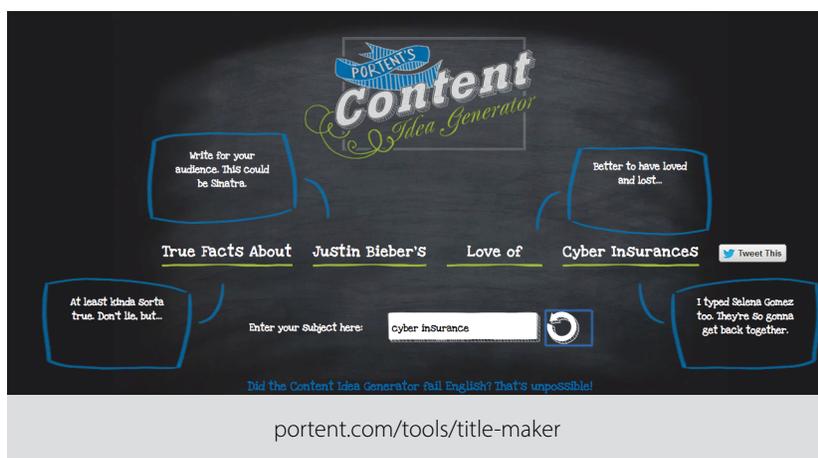
Sooner or later, it'll deliver something that rings a bell!

Ding.

BONUS: How do you get in the zone when you need to create? Here are a couple of tricks I use.

One, background sound works really well for me. Not loud and disruptive. Rather, quiet and repetitive. Somehow, it makes my brain happy and ready for work. My current fave is Noisli. Download it as a Chrome extension. You can choose your own menu of sounds. Everything from coffee shop to rain storms. And, you can mix and match and create your own programs.

My other trick – works for me. Baroque music. Never anything with words. And, baroque, not classical. Classical demands too much attention. I have several favorites loaded into Google Play. Mostly Bach. And, one more little tweak (and, I've heard a lot of other people do this, as well.) One song. Over and over. I can get a tone of work done in the morning to one Bach cello suite – over and over.



GETTING ATTENTION *HOW TO GRAB YOUR MARKETPLACE BY THE EYEBALLS AND PAY ATTENTION!*

Link Bait Title Generator

Here's another tool for idea generation and headline creation.

The idea behind the Link Bait Title Generator is that you want copy that attracts people – **and Google.**

You always have two audiences.

Real people. Of course.

And, the search engines.

This tool makes it easy to get better and better SEO.

I typed in 'arborist safety' – and look at all the nifty ideas it suggested. Faster than I could have on my own.

Like:

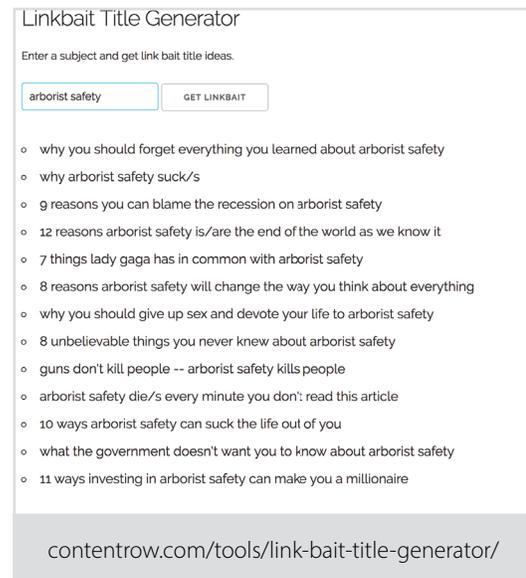
Why You Should Forget Everything You Learned About Arborist Safety.

Or: 8 Unbelievable Things You Never Knew About Arborist Safety.

One of my early copywriting mentors, Ted Nicholas, taught that you should brainstorm at least 20 headlines before you write your body copy.

There are two critical lessons in that. One, write a lot of headlines. Ted built a publishing empire on a handful of headlines that lasted him for years. Two, write the headline first. Because it gives the reader a clear sense of direction ('this is where I'm going to take you'), it also gives you – the creator – a very clear sense of direction.

The next two tools are favorites. Both headline generators.



The screenshot shows a web interface for a 'Linkbait Title Generator'. At the top, it says 'Linkbait Title Generator' and 'Enter a subject and get link bait title ideas.' Below this is a text input field containing 'arborist safety' and a 'GET LINKBAIT' button. A list of 11 generated title ideas follows, each preceded by a small circle bullet point. The titles are: 'why you should forget everything you learned about arborist safety', 'why arborist safety suck/s', '9 reasons you can blame the recession on arborist safety', '12 reasons arborist safety is/are the end of the world as we know it', '7 things lady gaga has in common with arborist safety', '8 reasons arborist safety will change the way you think about everything', 'why you should give up sex and devote your life to arborist safety', '8 unbelievable things you never knew about arborist safety', 'guns don't kill people -- arborist safety kills people', 'arborist safety die/s every minute you don't read this article', '10 ways arborist safety can suck the life out of you', and 'what the government doesn't want you to know about arborist safety'. At the bottom of the screenshot, the URL 'contentrow.com/tools/link-bait-title-generator/' is displayed.

GETTING ATTENTION *HOW TO GRAB YOUR MARKETPLACE BY THE EYEBALLS AND PAY ATTENTION!*

Kickass Headline Generator

I spent hundreds of thousands of dollars in the early days of my marketing career learning to write copy from several of the great 'living masters.' Dan Kennedy. Gary Halbert. Brian Ted Nicholas. Brian Keith Voiles.

If only these tools were available then!

Of course, it's good to know the psychology of what makes certain headline formulas work. But, the main thing in marketing is 'does it work?'

This tool automatically generates headlines in some of the most common of those formulas: numbered list (you may sometimes see them called 'listicles'), how to's, explanatories, controversial, playful, do it yourself style.

Play with this tool for awhile, and even the most novice copywriter will realize, 'I've seen headlines like that before!'

Yup. Probably a million times!

With some of my clients, I've seen that tools like this aren't just great headline generators. They're great teaching tools.

Why? Because they show you real-world examples for your project – over and over.

One last thing. Remember that headlines aren't just at the top of articles. The principles of headlines apply to the attention-getting demands of almost everything. The title of your book. The name of your podcast. The heading on an infographic.

Remember, if the headline doesn't draw your reader or listener in, the body of your work sits lonely on a shelf!

The screenshot shows the Kickass Headline Generator website. At the top, it says "Kickass Headline Generator" and "Write engaging titles like a boss!". Below that are navigation links: "About", "Numbered Lists", "How To", "Explanatory / Why", "Strong / Controversial", "Fun / Playful", and "DIY Headline Formulas". The main section is titled "Numbered List Headlines". On the left, there are input fields for "Topic" (cyber insurance), "Desired Outcome (to)" (protect yourself), "Undesirable Outcome" (getting sued), and "Points in Content" (11). On the right, there is a table of generated headlines:

Headline Type	Generated Headline
The List Headline	11 Ways To Protect Yourself
The Sidenote Headline	11 Ways To Protect Yourself (Number 2 Is Our Favourite)
The Proven Methods Headline	11 Proven Methods For Cyber Insurance
The Mistakes Headline	11 Mistakes Most People Make When Cyber Insurance
The Secrets Headline	11 Secrets To Cyber Insurance
The Lessons Learned Headline	11 Lessons I Learned From Cyber Insurance
The Silver Platter Headline	11 Easy Ways To Protect Yourself

At the bottom of the screenshot, the URL "sumome.com/kickass-headline-generator/" is displayed.

GETTING ATTENTION *HOW TO GRAB YOUR MARKETPLACE BY THE EYEBALLS AND PAY ATTENTION!*

Sharethrough Headline Analyzer

One of my favorite headline tools of all time – Sharethrough’s headline analyzer.

It doesn’t generate headlines for you. You enter your ideas. Then, it analyzes them according to its own proprietary algorithm.

I strongly believe that marketing is a **craft** – pulsating at that intersection between science and art. ‘Creatives’ who don’t pay attention to the analytical aspect of marketing often deliver attractive or interesting marketing – **that doesn’t get results.**

‘Analytics’ often get the same results. They can judge the results, but often lack in the touch of magic that makes for great marketing.

This tool promises that, to some extent, it takes care of some of the science.

Does it? I can, at least, report, that it pushes me to get my headlines to the next level.

There is ‘better’ science – like ‘A/B’ split testers, that calculate precisely how well the market responds to one piece of marketing versus another.

For example, I’ve had one headline out-pull another by over 300% - and the winner was a surprise to me. Those are slightly more advanced tools and require fairly serious traffic in order to get accurate results.

But, whenever you can get some ‘scientific’ glance at the power of your marketing’s potential, it’s worthy of attention. And, this tool has earned its place in my marketing toolkit.

HISTORY

Fast Growth Secrets for 2017: 7 Critical Digital Marketing Trends for Insurance Agents & Brokers

Overall: **64** • Engagement: **47** • Impression: **73** • [View Analysis](#)

Fast Growth Secrets for 2017: 7 Critical Digital Marketing Trends for Insurance Agents & Brokers

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Serious about growth but too busy to market as much as you should?

Overall: **70** • Engagement: **64** • Impression: **60** • [View Analysis](#)

Serious about growth but too busy to market as much as you should?

Overall: **70** • Engagement: **64** • Impression: **60** • [View Analysis](#)

Fast Growth Secrets for 2017: 7 Critical Digital Marketing Trends for Insurance Agents & Brokers

Overall: **64** • Engagement: **47** • Impression: **73** • [View Analysis](#)

3 ways to make more money in your agency. 1 hard. 2 easy.

Overall: **73** • Engagement: **65** • Impression: **71** • [View Analysis](#)

headlines.sharethrough.com

GETTING ATTENTION *HOW TO GRAB YOUR MARKETPLACE BY THE EYEBALLS AND PAY ATTENTION!*

Send Check It

The internet's a fast moving river. Reminds me of sitting riverside in Saigon. Lots of interesting things floating by. Things you don't want. Part of my job - yes - is to sort through the crushing avalanche of stuff, and try to discern: how much value can this bring to an insurance agency today?

Most of it gets tossed.

Unfortunately, sometimes that river carries away the good stuff, too. Heck, by the time you read this guidebook, some of my suggestions may be off the internet forever. Like the one that used to occupy this page. Adestra had a subject line tester that was magic. It would test the historic open rate on any word - based on 3 billion emails. Good stuff. But, gone.

This tool is a reasonable replacement. It doesn't have the magic of the major database analysis. But, it does force you into pretty good Best Practices for subject lines.

I recommend it.

However, Adestra does still have a [subject line report online](#). It analyzes over 300 keywords based on those 3 billion emails. Worth jumping into their funnel for.

Email Subject Line Tester

How can you stand out in the inbox? Get more opens?
Compare it to **100,000+** other emails sent by marketers like you.

your 5 levels guide **Test Subject Now**

“ your 5 levels guide

A

96 Points

Very solid subject line that should perform well for you.

sendcheckit.com/email-subject-line-tester

Serious About Growth?

CLICK HERE TO GROW FASTER

GETTING RESULTS *HOW TO CREATE CONTENT LIKE A PRO AND GET IT DONE FAST!*

Workflowy

Ugh. Blank screen again?!

I never write without starting with Workflowy. Workflowy 'helps you break big ideas into manageable pieces, then focus on one piece at a time.'

It has a list of users (including me!) that give it enough street cred to prove its value.

People use it for lots of things: 'take notes, make lists, collaborate, brainstorm, plan and more.'

I use it as the ultimate outliner.

I know... 'outlining' sounds so '7th grade.'

It's also what just about every great writer does.

Once it's done, the process of creation is a breeze. Without it, it's pure dread.

Workflowy is loaded with simple-to-use features. You can type freely and not worry about whether you've got stuff in the right order because you can easily move items around.

It's open on my desktop everyday. I created this Guide using it. And, every webinar, book and blog I've written in the last three or four years.



GETTING RESULTS HOW TO CREATE CONTENT LIKE A PRO AND GET IT DONE FAST!

Hemingway

The job of the insurance agent has changed. Along with it, so have the required skills.

The great majority of insurance agents know how to communicate effectively. Very effectively.

That's how they sell.

But, to get an 'unfair' advantage, the skill of **writing** takes you to the top. Because of what we're talking about here – content creation – that's true now more than ever.

'Talking' generally helps you get a **sale** – one-at-a-time.

Writing loads your funnel with more leads who insist on doing business with you. And, takes your retention to the peak.

Of course, the **response** to your writing depends on the quality of your writing. And, in this case, we're talking about writing for marketing. Nothing else.

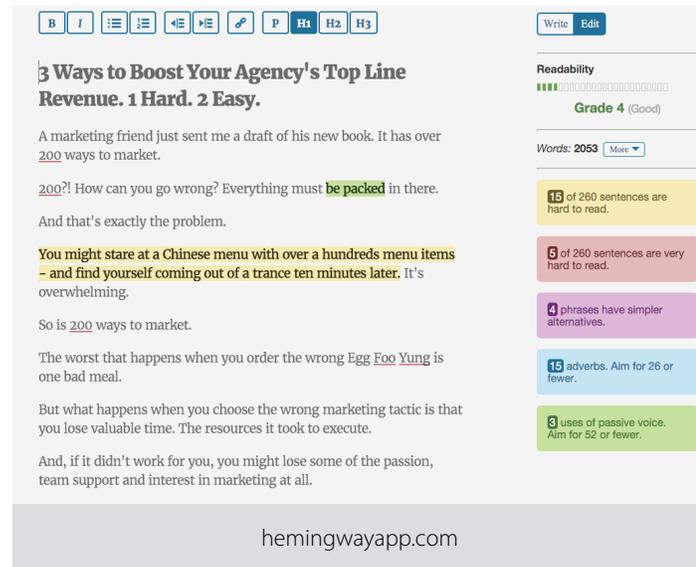
This tool – Hemingway – is a terrific friend for the writer. Especially if they haven't been trained in copywriting. (And, as a 25 year seasoned pro, Hemingway still gives me surprises and ah-ha's.)

It is designed to:

- Tighten Up Your Prose: The Hemingway Editor cuts the dead weight from your writing. It highlights wordy sentences in yellow and more egregious ones in red.
- Keep It Simple: Hemingway helps you write with power and clarity by highlighting adverbs, passive voice, and dull, complicated words.

In other words, more people will read it.

It's not free. But, at less than 20 bucks, almost. And, it's easily worth it.



GETTING RESULTS *HOW TO CREATE CONTENT LIKE A PRO AND GET IT DONE FAST!*

LSIGraph

Remember, when you're publishing content on the web, you've got two audiences.

Your reader, of course.

But, also, **search engines**. Like Google.

After all, a lot of your readers will find you because they **searched** for you. This tool makes that easy.

So, when you're sitting down in front of your Hemingway, you'll want to make sure you spend a few minutes with this tool.

Here's what you do: enter one or more keywords into lsigraph.com and – presto – it delivers to you 'semantically related' keywords that you can (and should) include in your copy.

Here's their own explanation: 'LSI Keyword is keyword that is semantically linked to a main keyword. In a nutshell, LSI keywords are keywords that we generally find related to a main keyword. In SEO (search engine optimization) context, they are keywords that we should be using in our content to help search engines understand our content better. In fact, LSI keywords help you to increase your organic search engine traffic and improve your ranking.'

For example, if I enter 'content marketing for insurance agents' – this tool very quickly searches the web and suggests about 50 or more related terms (like 'digital insurance strategies' or 'insurance marketing' and so forth.) Then, you can click on one of those terms, and it goes hunting for more keywords.

Good science. Use it.

- tree service safety program
- osha regulations tree service
- tree work safety topics
- kask arborist helmet
- best arborist helmet
- arborist helmet stihl
- tree trimming safety training
- arborist hard hats
- tree care safety topics
- osha tree trimming fact sheet
- cal osha tree trimming regulations
- tree trimming safety equipment
- tree trimming safety tips
- osha tree trimming power lines
- safety manual for tree service
- osha requirements for tree workers
- tree trimming safety video
- kask super plasma accessories
- stihl arborist helmet

lsigraph.com

GETTING RESULTS *HOW TO CREATE CONTENT LIKE A PRO AND GET IT DONE FAST!*

WebpageFX Readability Test Tool

Before you hit 'publish,' let's make sure that your reader is actually going to read it.

Some people think that if you simplify your writing that means you think 'people are dumb.'

I don't. I think it means they're busy. But, ultimately, who cares what the 'real' answer is?! What I want are results. Period.

And, if that means that my words and sentences need to be 'simple,' so be it. I don't argue with the marketplace. They always win.

Most research supports a writing style that can be read by 10-11 year olds. (This entire document – up to this very point – tests out at an 11-year old reading level. (So you 11 year olds are gonna have to push it little, okay?)

True. Sometimes I write 'up' not 'down.' On purpose.

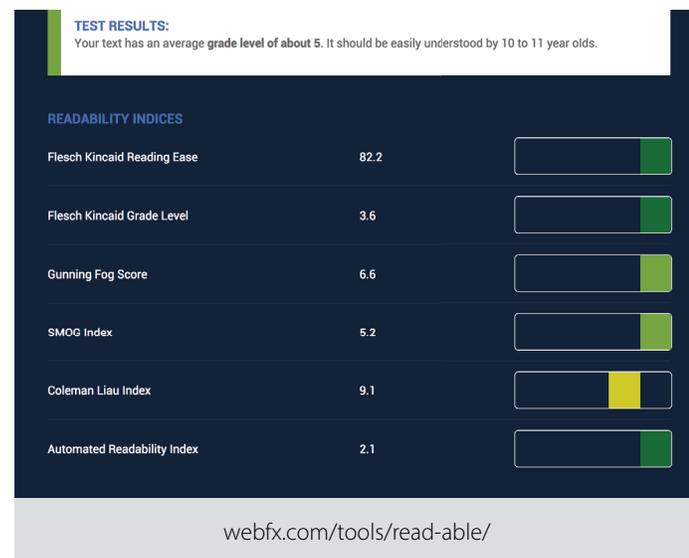
When people become clients, I tend to 're-calibrate' my content – and make them think and work harder. (Ironic, isn't it? Pay me money and you have to work more, not less?!)

This tool will give you an accurate 'readability index.' In fact, it will give you six. From six different models of testing.

You can either copy'n paste directly into the tool – or you can simply enter your URL if you want to test the readability of a website.

Easy. Important. Free.

Use it.



How Do Other Agents Grow Quickly? Learn Now.

VISIT THE LEVEL 5 PROGRAM

GETTING WOWS! HOW TO MAKE SURE YOUR CONTENT LOOKS FIRST CLASS AND PEOPLE TAKE YOU SERIOUSLY!

Unsplash

No matter how good the written word, you gotta look good.

It may not be fair, but people will judge your words by your pictures.

In many, many cases, you don't have to buy pictures. But, in almost every case, you should use pictures.

And – beware. Don't just search the web and copy any ol' picture and think that you can use it. 'Just because it's there.'

Nope. Pix are protected. Just like copy.

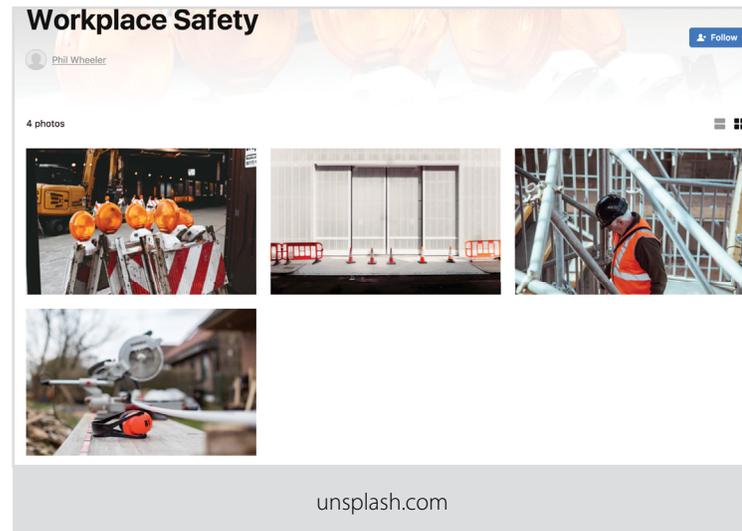
And – heaven forbid – the last thing you want is to post a picture with a watermark. You know, something that says it's been copyright protected.

Enter Unsplash. Free pix from professional photographers.

With an easy search function.

Yes, there are others. But, I found I don't want to search a half-dozen places. Unsplash delivers quality for me almost all the time.

Give it a try.



GETTING WOWS! HOW TO MAKE SURE YOUR CONTENT LOOKS FIRST CLASS AND PEOPLE TAKE YOU SERIOUSLY!

Canva

Finally, Canva.

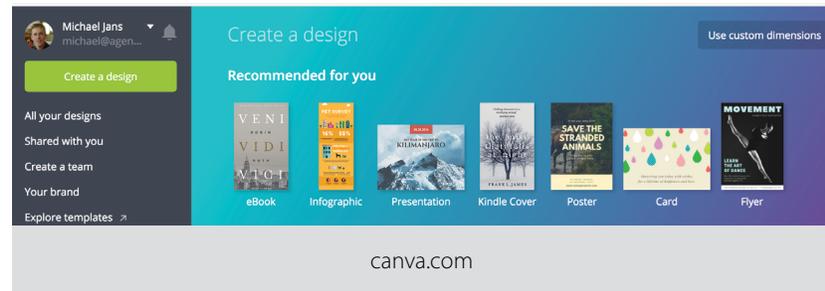
It's a robust design tool for non-designers.

Drag 'n drop simplicity. Pre-designed formats.

And, you can use it for most anything.

Write an eBook? Create the cover here.

Post to social? Create the image here. The list of possibilities is endless. I've used it for a few years – and it reliably meets my needs.



Size, images, fonts, colors, icons... it's literally jammed with options.

It's another 'cheap' tool. If you do any content, it's a few bucks you won't regret spending.

And, you can add your own branding colors and logos so your work is always consistent.

Before you know it you'll be saying, 'Really, I did that?'

Get to the Next Level.

VISIT LEVEL 5 PROGRAM

Getting There from Here

WHAT TO DO NOW...

A long time ago, Peter Drucker, the godfather of business consulting took a clear-eyed view of modern business. He shared his insights on what was working and what wasn't. To this day – decades later – business leaders study his writing as if they were 'business scripture.'

Among the golden nuggets that entrepreneurs often turn to is his insight on the role of marketing and innovation:

"Because the purpose of business is to create a customer, the business enterprise has two-- and only two--basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business."

Content marketing takes care of both. Number one, it creates customers. And, not just any customers. Good ones. Customers who are loyal. Customers who stay. Customers who buy.

Customers who refer.

And, it solves a dangerously growing problem in the insurance industry. **Innovation.**

Properly executed, content marketing **de-commoditizes** the insurance experience.

Good content marketing doesn't just make you better than the competition. It delivers the onetwo knockout punch to the competition.

It makes you better and **different.**

Another great business philosopher had sage advice for entrepreneurs. He was an extremely successful one himself so he deserves our ear. David Packard, co-founder of Hewlett-Packard declared that '**marketing is too important to be left to the marketing people.**'

My advice to agency principals is simple. **Become** one of the marketing people. Yes, you probably should **have** 'marketing people.' A growing number of agencies do.

But leadership starts at the top. Strategy starts at the top.

Understand marketing enough to direct marketing.

QUICK START GUIDE *19 Shortcuts to Killer Insurance Marketing in Half the Time*

That doesn't mean you have to 'do' it yourself.

This guide is designed for the 'doer.' Whether that's the principal or someone else.

Whoever picks up the toolkit to get the job done, this guide is designed to suggest tools that will slash the time it takes to get that job done. And, to make it better.

I'll remind you that this is a **companion** guide to **The 40% Growth Book: The NEW Content Marketing for Insurance Agents & Broker**. (Visit my website to download your FREE copy. You should get it.)

Over the years, I've discovered something interesting, powerful – and refreshing – about insurance agency principles.

Of course, they want to grow the business. And, yes, they deserve to enjoy the fruits of their labors.

But, they also want something more. An agency they can be proud of. An agency that makes a difference in the lives of their customers. An agency that makes a difference in their community. An agency they can show their family – and beam with pride.

Content marketing has some secret sauce that delivers on all of that.

In order for it to work at full-speed, it shows respect to your customer. It shows you care to your customer. It adds value to your customer.

And, it puts you far, far above your competition.

As insurtechs and other industry forces put pressure on the agency system to prove itself, more and more agents are joining the 'content revolution.'

They're changing the conversation that consumers have about insurance agents.

You can change the conversation your customers have about your agency.

Not every agent will step up to the challenge. But, ultimately, that's their decision – and their loss.

Join the revolution. Prove your value to the marketplace.

Let's make the agency system everything it can be.

What Others Say...



'Michael Jans isn't just the best marketer in the insurance industry. He's our best philosopher. Pay attention to what he is saying.'

Jeff Rounds, Libke Insurance

"...the insurance marketing maven."

Independent Agent Magazine



"...the insurance marketing guru."

Professional Agent Magazine

'Michael Jans is the father of modern insurance marketing.'

Brian Appleton, Founder & CEO, The Insurance Agent Summit





'You can trust Michael Jans to tell the truth. Especially when we don't want to hear it. As much as it hurts, pay attention. The future of the agency force depends on it.'

Brian Barrick, Nonprofit Insurance Services, PA

'Michael Jans looks the insurance industry square in the eye - and tells the truth. Agents would be wise to listen.'

Ely Kaplansky, Kaplansky Insurance Agency, MA



'Nobody looks deeper into the soul of the insurance industry than Michael Jans.'

Tammy Leseuer, Bancorp Insurance, OR

Michael can be reached at michael@michaeljans.com.

Read Michael's blog or follow podcasts that Michael hosts on www.michaeljans.com