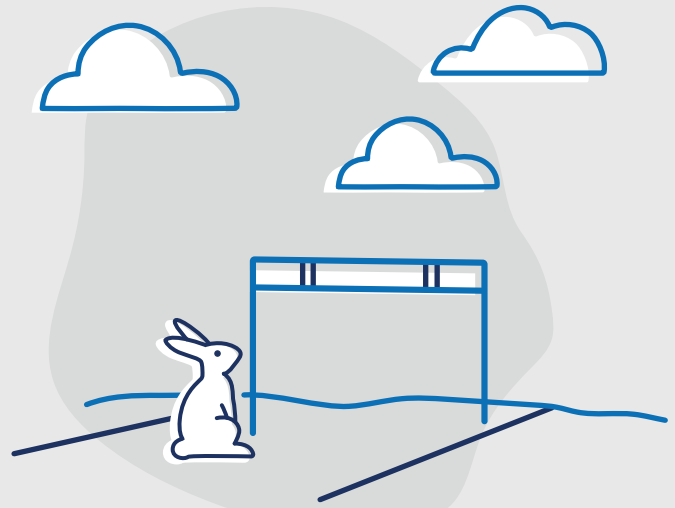


COLE X-DATES

OVERCOME THE BIGGEST MARKETING HURDLES



BE MEMORABLE

Don't rely on phone book, bus bench, or sporting event ads. Be the agent who is in their mailbox, voicemail, and social feed.

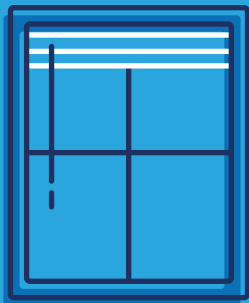
ACTION: Use your knowledge to be a resource to potential clients. Share videos about safer driving or protecting your home. Target sponsored social posts/ads using your lists from Cole X-Dates.



BE PROACTIVE

Don't expect people to call you based on static marketing such as billboards or websites. Reach out to them so you don't become part of the background noise.

ACTION: Send postcards to all the neighbors of your current clients. Use this proximity as a way to share comparable information: "Some of your neighbors are paying as little as ___ for car insurance."



BE IN TOUCH

Policies aren't dandelions. They don't blow seeds all over the neighborhood that sprout more policies. When someone purchases a policy from you, their neighbors should be hearing from you.

ACTION: Set aside an hour each morning to make 50 phone calls. Start with the neighbors of your most recent clients.