

The “Daily Plan-It™”

SHUMATE BROKERAGE CORP.

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Marketing Tips for 2008

As January approaches, you may be swamped trying to tie up loose ends that remain from the past 365 days. However, the pro-active businessperson will still find the time to anticipate accomplishments he or she would like to achieve in the upcoming year. The first step is to create a plan to ensure that they occur. One of the ways to get a head start on success is by developing a marketing plan for the next 12 months before month one begins.

Suggested Marketing Strategies for 2008

We realize that most of you are wonderful marketers, so this may not be relevant. However, there's always room for improvement. Therefore, you may want to try some of these suggestions.

(1) **Teach More.** The more opportunities you have to share your expertise, the more you'll be viewed as the “go to” expert. What better way than to teach more? Look for clients, clubs, and professional groups as a way to share your knowledge.

(2) **Write More.** If you have any chance to share your expertise in writing, take advantage of it. The more you write, the better you think, and the more clearly you express yourself. Write more to communicate with clients.

(3) **Update your website.** An increasing number of people are turning to the Internet to research everything from cars to doctors to financial planners. Make sure that your website is well-designed and easy to navigate. Moreover, hire a specialist with experience in Search Engine Optimization (SEO) to learn how to effectively direct more people to your site. Bringing clients to your site is half the battle; making sure they can easily locate what they're searching for once they get there is the key to winning it. Putting yourself in the shoes of a potential new customer will inspire your clearest choices.

(4) **Reconnect with clients.** Staying on the top of the mind of your clients is the key to referrals and repeat business. Stay in touch, whether it's sending a newsletter, some friendly correspondence, or communicating relevant changes in tax laws that effect planning. To turn an old maxim on its head— *in their sight, in their mind.*

(5) **Let's have coffee.** Now's a great time to connect to other industry professionals in order to develop referral sources that will lead to new, lifetime clients.

(6) **Say thank you.** This is obvious, but one we frequently forget. So I wanted to end this issue with a simple thank you for your referrals and support. Happy New Year, and a happy, healthy, and prosperous 2008 to you and yours!

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