

Social Networks

Submitted by Josh on November 18, 2014 - 9:51am

The power of personality in social networks



People are more likely to do business with people they know, like and trust.

Social media is a great way for insurance professionals to clearly communicate their personal brand and earn the trust of potential clients.

Recognizing this and building on your unique strengths is one of the best ways to differentiate yourself in a competitive marketplace where many advisors are selling similar products.

But how do you build a personal brand online that will help you grow your business?

Foresters has once again partnered with social media advisor, Jay Palter, for an exclusive training module entitled "The power of personality in social networks."

Source URL: <https://www.gpfs.ca/bulletins/foresters-life/2014-11-18/social-networks>

We are pleased to give you complimentary access to this special training.

You'll learn:

- The 3 key components of a personal brand;
- Basic tips on how to define your brand and leverage it in your business;
- Specific advice on where you can demonstrate your personal brand;
- 6 steps you can take to build a compelling personal brand online.

Don't miss this information-packed training module. [Click here](#) to go to Bluesky where you can access Producer Academy and start your training today.

As always, we appreciate your support.



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411787 CAN (11/14)

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Start "The power of personality in social networks" right now!

This link will take you to Bluesky, our advisor portal. Sign in and click on the Producer Academy tab to launch our training portal.

On the home page under Training, you will see a link called "Social Media".

Click on this to begin your social media training courtesy of Foresters.

Our helpful guide to using Producer Academy is available [here](#).