

# PIA of Indiana's Annual Convention

May 10-11, 2018 • Indianapolis Marriott East

Be the

# GAME CHANGER.



Incorporating & Strengthening Your  
Agency Brand

Presenter: Joe Estey

*Sponsored by: Western Reserve Group*



#PIAIndiana18

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**Professional Insurance Agents of Indiana**

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## **BERNARD (JOE) ESTEY III**

Joe Estey is a passionate marketer with a focus in digital marketing in the insurance space. Joe joined the insurance space in 2015 as the head of marketing for Paradiso Insurance, with a focus on brand recognition, providing an exemplary customer experience, and connecting with his local community. Since then, he has transitioned into becoming the Director of Marketing for Paradiso Presents, where he uses his skills to teach other insurance agencies about how they can push the envelope for their agencies with new-age marketing strategies and technologies.

Joe has been featured in Roughnotes, the Insurance Advocate, PIA, and Be the Last Agent Standing for his writing on insurance marketing, and received the Market Innovation of the Year Award 2017 from the Young Insurance Professionals group. Joe is committed to helping agencies everywhere grow and increase visibility, and give back to the Journey Found organization through profits generated through Paradiso Presents.



## **SOCIAL MEDIA LINKS**

### **Paradiso Insurance:**

Facebook: <http://www.facebook.com/insurancect>

Twitter: <https://twitter.com/paradisoins>

Pinterest: <https://www.pinterest.com/ctinsurance/>

Google+: <https://plus.google.com/u/0/108820559264738223174/posts>

LinkedIn: <http://bit.ly/24bQk3I>

### **Paradiso Presents:**

Facebook: <https://www.facebook.com/ParadisoPresents/?fref=ts>

Twitter: <https://twitter.com/ParadisoPresent>

LinkedIn: <https://www.linkedin.com/groups/4449433>

### **Joe Estey:**

Facebook: <https://www.facebook.com/bernard.esteyiii>

LinkedIn: <https://www.linkedin.com/in/bernardestey/>



### Branding Questions

1. What am I an expert on?
2. What can I promise to people that work with me?
3. What is the core message I am expressing?
4. Does my core message line up with my beliefs?
5. Who are my customers & clients & how well do I know them?
6. Does my core message resonate with my customers & clients?
7. Has my message changed over the past year?
8. What changes do I need to make?
9. Is my message the same as my competitors?
10. Do I have a VP ([Value Proposition](#))?
11. Does my VP need tweaking?
12. What makes me unique? (What I teach, what I'm about, how I deliver)

13. Am I holding back who I really am due to fear or uncertainty?
14. Is my web site/blog reflect my brand message & image? (*Hint: ditch the cookie cutter blog theme*)
15. Do my social media updates reflect my brand or does it confuse it?
16. When people work with me, they can expect \_\_\_\_\_?
17. What can I do to blow their socks off when they are working with me?
18. What can I send my clients as a special “thank you” once we are done working together.
19. Do all of my marketing materials express my brand message & image? (**Business cards**, brochures, etc.)
20. How can I offer double the amount of value I offered last year to my followers, customers & clients?
21. How can I better nurture and grow my online followers this year?
22. What are three core things I can do to keep my brand in front of my followers & prospects consistently this year? (Email, Social Media, workshops, snail mail, etc.)
23. Have I been spread too thin in my efforts? Do I need to narrow my focus of where and how my brand is seen by others?
24. Do I have a process in place that gets testimonials effectively from past customers & clients?

25. When writing content, am I writing for my target audience or the masses?
26. Am I copying other online authorities & influencers or am I doing my own thing?
27. How can I better express my personal brand through storytelling?
28. Am I taking ownership of my personal brand & business? (Not letting excuses, laziness, distractions, obstacles get in my way)
29. Do I feel clear on who I am, what my brand is about and how I will consistently express it, engage with my target audience this year?