# HOW TO USE YOUR BLOG POSTS


9rok CONSULTING

# Instructions for Advisers | Blog Posts


**The goal of these blog posts is to educate people and help them understand the value of insurance overall.**

One of the biggest issues holding people back from taking out personal insurance (or referring others to you) is a lack of understanding around what it is and the value it provides.

These blog posts are designed to help you provide your prospects, clients and business partners with a greater understanding of some real-life situations where personal insurance (and your support) can be of incredible value.

The more they understand, the more likely they will take action and become a client or refer others to you.

**These posts can be used to:**

1. **Educate prospects** so they become clients.

2. Remind existing clients of **your value** and 9Rok1971

3. **Nurture and educate** business partners (referral partners, centres of influence, alliances, affiliates etc.) to **encourage referrals.**

**The five provided posts include:**

1. What would happen if your partner/spouse didn’t come home tonight?

2. If you were lost in the woods, would you want a map and compass or a personal guide to get you home safely?

3. You get your car serviced and your body checked on a regular basis so they perform at their best— but what about your insurance policies?

4. When your budget is tight, reducing insurance premiums can relieve the pressure — but at what cost?

5. It will never happen to me… (so who does it happen to)?

**Here's what to do:**

1. Upload the content (copy and paste) where you will use it i.e., personal or group email, letter, website, social media sites, brochures or marketing materials etc.

2. Edit the content so it has your flavour. You may also wish to:

- Add a relevant opening and/or closing paragraph.

- Include a "Call to Action" (what you want them to do next ie. Contact Us, Book an Appointment, Share with Friends, etc.)

- Include a real-life case study or testimonial from one of your clients to make the message more relatable.

3. Choose a relevant image to accompany the text (images have been provided, however, feel free to use your own if more appropriate).

4. Send to your audience and get them one step **closer to engaging you, staying with you and referring you!**

**Tips for Distributing This Content:**

Carefully select the audience who would value the content of each post and only include them in the list of recipients.

For example, you may not include those who have recently retired or for those where personal insurance is no longer appropriate (unless you are using it to help them share with their children or grandchildren).