Greetings!

Please join us in welcoming the 2018-2020 Professional Insurance Agents of Kentucky’s Board of Directors. Their nominations were unanimously approved at our 2018 Annual Meeting on March 21st, and Mike Becker, Executive Vice-President and CEO of PIA National installed them that day.

(l to r) Mike Becker, PIA National, Jared Morgan, CIC, CRM, President, Gordie Sutton, CIC, CPCU, Secretary-Treasurer, Stan Logan, CIC, National Director, Chad Bilz, CIC, CRM, Donna Pile, CIC, CPIW, CPIA, Joe Cerzosie, CIC, Jay King, Kent Smith, CPIA, David Thornton, CIC, and Joe Nicholson, CIC. Not present was Philip King.

In addition to those who have become familiar to PIAK members through their on-going service, we extend a hearty welcome to new board members Chad Bilz, CIC, CRM (Focus Insurance & Risk Management), Jay King (John G King Insurance) and Kent Smith, CPIA (Randolph Scott Insurance Agency). We are fortunate that Jared Morgan, CIC, CRM (Paducah Insurance Agency) was reelected and has agreed to serve as President for another term.

In this issue, Jared shares his key takeaways from our featured speaker, Chris Paradiso’s excellent and extremely detailed social media marketing presentation. All agents, whether attendees at this year's Annual Meeting or not, will find Jared's summary motivational in tackling their own marketing plan.

In This Issue

My Takeaways: Annual Meeting Perspective

There isn't a better real life example of how social media marketing can propel an independent agency to greatness than Chris Paradiso. While much that we hear and read is from so-called experts, Chris has done the work and can show the results...read more
Takeaway #1: Write a Brand Guide
It makes so much sense to put down on paper exactly what (and who) your agency represents. What makes your agency different? What do you offer that other agencies do not? How do we add value? As Chris pointed out, any of us can say things like, "we provide great service". Of course we do. That's why we're independent agents.

Takeaway #2: Blog 3 x a Week
Chris made a compelling case on blogging as a cornerstone of an on-going social media marketing program. I've made a commitment to start posting a blog three times a week. Instead of trying to come up with something brilliant to share as I sit down at my computer we will develop a content calendar for at least six months going forward.

Takeaway #3: On-Boarding = Marketing
Chris has an established series of automated emails that are sent to every new client, and we are going to implement the program using our management system. For one thing, this type of communication is one of the reasons most of us make the investment in these systems to start with, so I feel like it's time to make full use of this technology.

Takeaway #4: Video Proposals
Another idea of Chris's that I really liked was the "video proposal". Every time a proposal goes out, the agent records a personal video, reviewing the proposal line-by-line. Wow, talk about more personal!

Chris Paradiso Resources
Chris generously agreed to share the links to a wide variety of marketing resources that he has either developed, or uses within his own agency. Invaluable to any independent agent who is serious about their marketing strategies.

The Rise of Chatbots
Chatbots have been around for a while now, whether you've heard of them or not. What are chatbots exactly though? If we look at Google's exact definition, it states that chatbots are "A computer or program designed to simulate conversation with human users, especially over the Internet."
Social media has become an essential marketing tool for businesses of all sizes. Survey results showed that a whopping 96% of businesses are using social media marketing... read article

Insurance Agents and Online Reputation Management
As insurance agents venture into the realm of marketing themselves online, there is often a question of what image they should portray. Some are tempted to present what they feel is the best persona they can create without regard to the reality of their situation.... read article

Make Sure Your Sales Career is the Exception, not the Rule
To be successful in the world of selling you need to be a contrarian. In every industry successful salespeople are the exception, not the rule. In the insurance field only about 20% of the agents who start are still agents ten years down the road.... read article

Webinar: FEMA Mapping Changes
This free webinar provides insurance agents a practical look at how FEMA flood map changes can affect property owners in their roles as flood insurance policyholders as well as borrowers. This free webinar is tomorrow, April 5, from 11:00 AM to 1:00 PM, so register now!

In Every Issue
E&O Risk Management Alert
Education - Upcoming KY events
Latest News
Our Partners

Browse Our Blog

Our blog posts cover a range of topics specific to you as an independent insurance agent, and grows weekly. To browse all topics and posts, visit the PIAK Blog Post Library List.

Calling all bloggers! We’d like to share your posts.

Email marketing@piaky.org.

We’re looking for the BEST of the BEST in CUSTOMER SERVICE

2017 National Outstanding CSR of the Year Winner Branne Head, CIC, CRIS

Nominate: Nominations are now being accepted for the 2018 Outstanding Customer Service Representative of the Year award. Nominate yourself or a colleague.

The National Alliance in Insurance Education & Research

Local Agents Serving the Bluegrass

PIAK KENTUCKY

E&O Risk Management Alert
Education - Upcoming KY events
Latest News
Our Partners
Education

One low price. Unlimited CE credit

PIA of Kentucky, in partnership with Kaplan now offers the CE Pass to provide unlimited online access to approved Kentucky CE credit, exclusively for PIAK members. Designed so that your licensed staff who do not yet hold a designation can easily obtain the required continuing education credits for one low price of only $45 annually.

Visit our website page for details and to purchase your CE Pass.

Not yet a member? Join now!

CPIA Classes: Back by popular demand!

**CPIA 1 - Position for Success**
May 22 ~ Frankfort

**CPIA 3 - Sustain Success**
August 15 ~ Frankfort

The American Insurance Marketing and Sales Society's (AIMS) Certified Professional Insurance Agent Designation is the first-of-its kind, hands-on, how-to training. Learn more about earning your CPIA designation.

Ruble Graduate Seminar

Register Now
May 1-2, 2018
The Brown Hotel, Louisville

Advanced and specialty topics, camaraderie among a network of National Alliance designees nationwide, at the historic Brown Hotel combine to make James K. Ruble Seminars higher education at its best.

CISR Classes

**Insuring Commercial Property**
April 11 ~ Louisville

**Commercial Casualty II**
April 17 ~ Lexington

**Personal Residential Property**
May 9 ~ Louisville

**Agency Operations**
CIC Classes

Commercial Property
July 18-20 ~ Louisville

In order to maximize coverage and protect your increasingly complex commercial property accounts, it is important to have a detailed understanding of Commercial Property coverages and endorsements, as well as the concepts used when correctly writing this business.

Webinars

Current Trends & Changes: The Homeowner & Auto Marketplace
Tuesday, June 5 ~ 1:00 - 4:00 PM ET

For both the personal and commercial lines agent, this course reviews current trends and coverage issues in the Homeowners and Auto marketplace. The course will review what happens when clients decide to become a driver for a ride sharing company (Transportation Network Company) TNC, or a host facility for a home sharing company, such as Airbnb and the introduction of self-driving vehicles.

Latest News

Kentucky Farmer Indicted for Crop Insurance Fraud  Ronnie Jolly allegedly hid his crop production from his insurance company to claim damage to his crop sufficient to trigger crop insurance indemnity payments, which are funded by the federal government through the FCIC..... more

Revamp of Kentucky Workers’ Comp System Gets OK From State Senate  Kentucky lawmakers are closing in on making the biggest changes to the workers’ compensation system in decades after the Senate passed the measure last Thursday.... more

Man Exonerated for Murder Settles With City of Louisville for $7.5M  Attorneys for Kerry Porter, who spent 11 years in prison after being wrongfully convicted in the 1996 slaying of Tyrone Camp, said in a statement March 12 that the settlement against the city of Louisville was recently finalized. Porter was exonerated in 2011..... more

NFIP Extended Until July 31 As Part of Omnibus  PIA issued a statement noting that we are alarmed that Congress has decided to decouple the NFIP—that is separate it—from the funding of the federal government, rather than continue it to September 30 along with the rest of the omnibus...more

Download Latest Issue

Thank You to Our Sponsors!