

# Content Marketing for Insurance Agents That Works



# Stop Chasing Leads



The old way: Write generic posts, get crickets, quit in 90 days.



The winning way: Answer the exact questions prospects are already asking. They start chasing you.

# The Hidden Research Phase

**Trust**



**Search**

Prospects don't buy insurance like shoes—they research for weeks or months.



**Consume**

They Google questions, watch videos, and read forums.



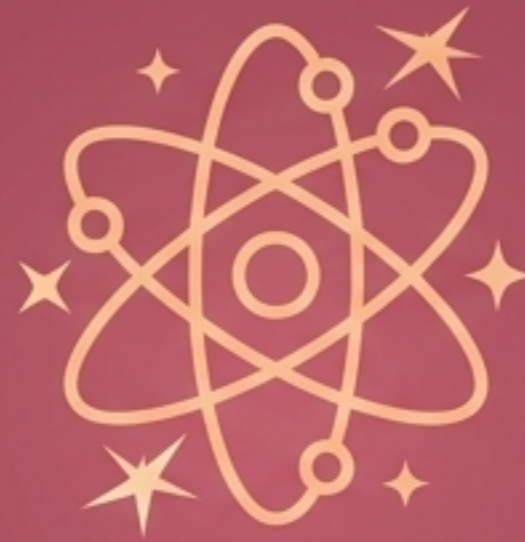
**Call**

By the time they pick up the phone, they already know who they trust.

# The Three Pillars of Execution



**Pick a clear  
lane.**



**Build topic  
clusters.**



**Repurpose  
every piece.**

# Pick Your Lane

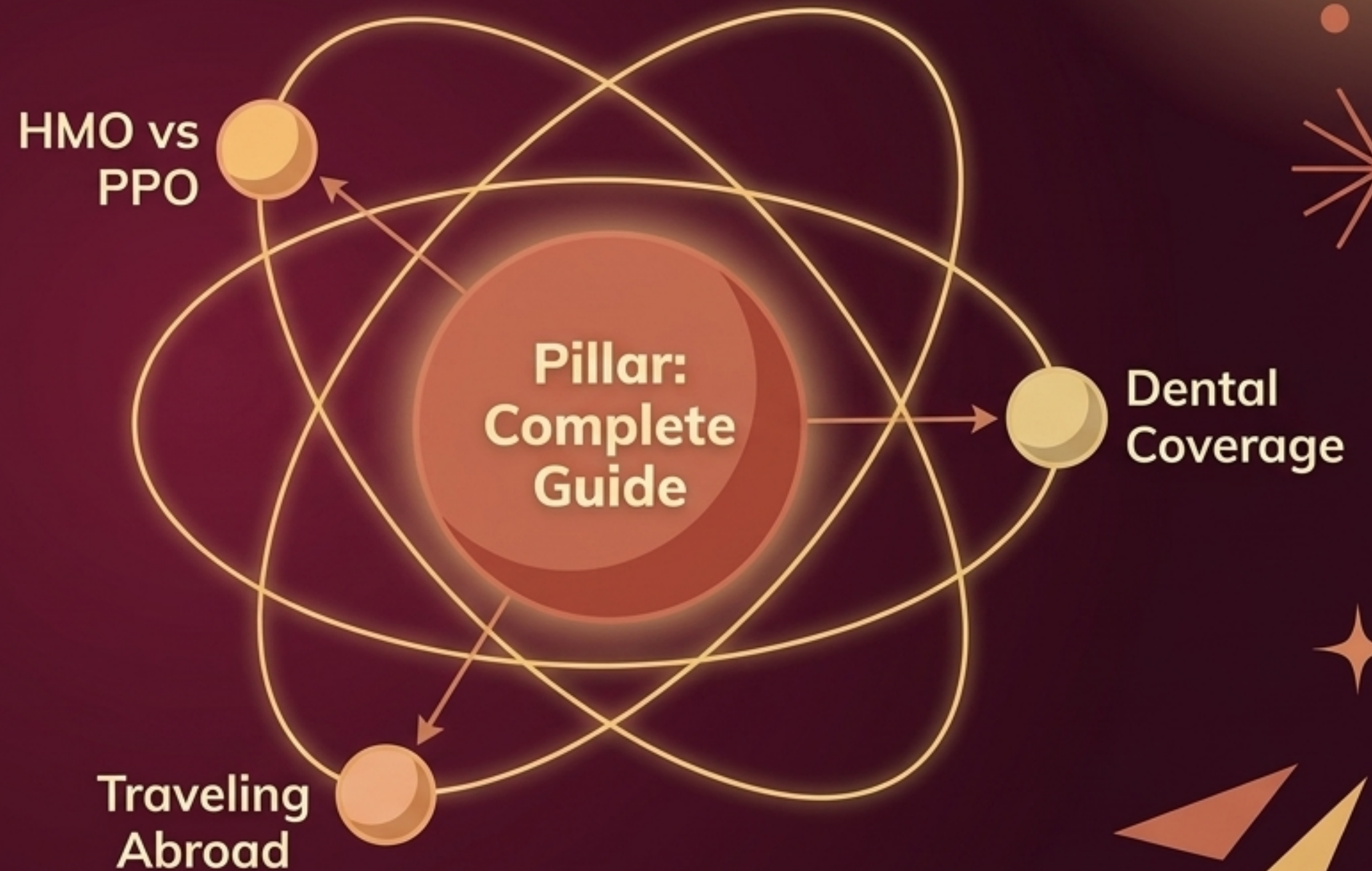
Writing about everything (Medicare, life, ACA, dental) results in a generic site that ranks for nothing. Pick the 1-2 products that drive your revenue and own those topics completely. Depth beats breadth every time.

80%

If 70% of revenue is Medicare,  
80% of content should be Medicare.

# Build Topic Clusters

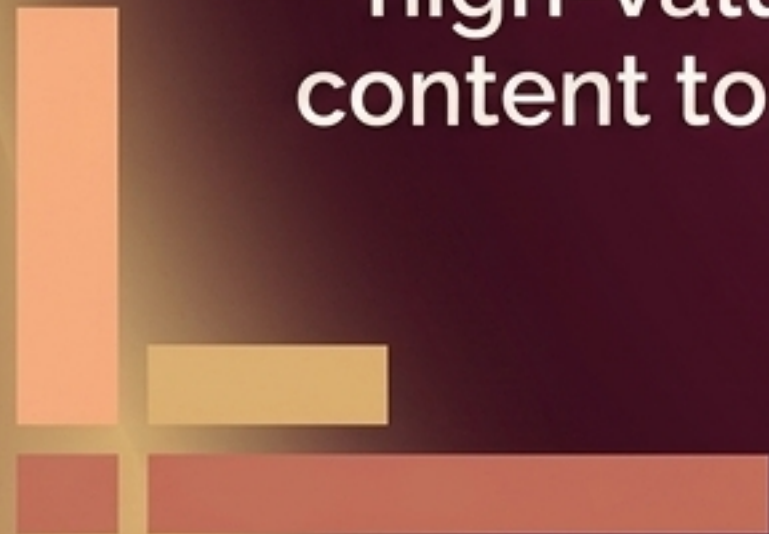
- One central pillar guide, surrounded by specific question articles.
- Every specific article links back to the pillar.
- Google rewards this topical authority.



# Stop Guessing, Start Listening



If five clients ask the same question in person, it's a high-value content topic.



Type your main topic into Google. Pick five real questions ranked by search volume.



Read local niche threads. Find the exact frustrations and misunderstandings people are venting about.

# Two Formats Are All You Need



## Written Articles

800 to 1,200 words. Use clear headlines, short paragraphs, and a direct Call to Action (CTA).  
Found via Google search.



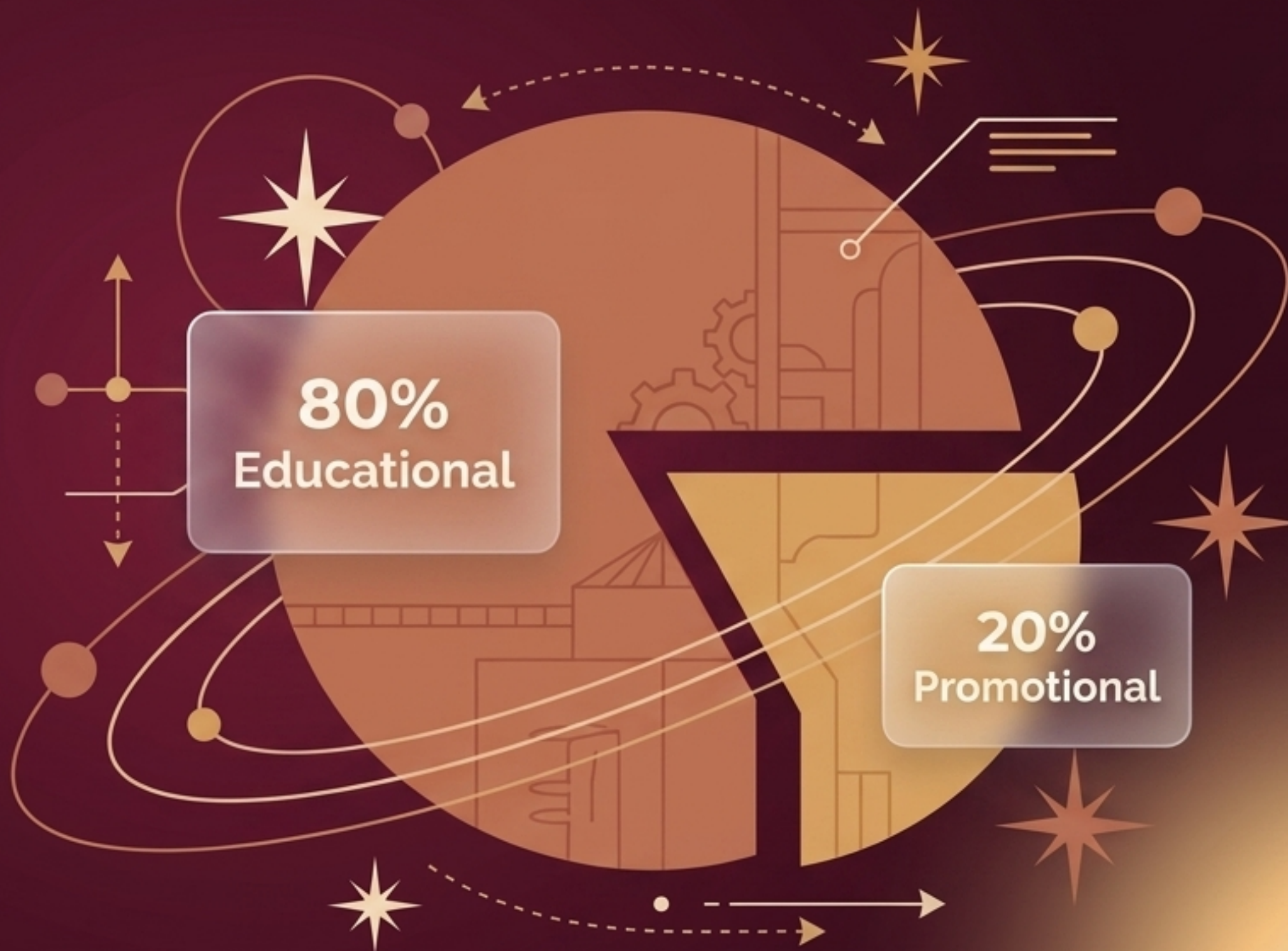
## Short-Form Video

60 to 90 seconds. Open with the question, answer it in 10 seconds, expand for 40. Found via social discovery.

# The Golden Rule of Content

If every post is a pitch,  
people tune out.

If every post provides  
pure value, selling takes  
care of itself when they  
are ready.



# The Repurposing Multiplier

Most agents write one piece and use it once. The hard work is writing the message. Repurposing takes 15 minutes.



# Operational Walkthrough: Weeks 1 & 2

## Week 1

- ★ Write article on Annual Enrollment changes
- ✧ Record 60s video
- ✧ Email to clients
- ✧ Post to Facebook & Google Business

## Week 2

- ★ Write article comparing Advantage vs. Supplement
- ✧ Record whiteboard video
- ✧ Break key takeaways into 3 short social posts

# Operational Walkthrough: Weeks 3 & 4

## Week 3

- ★ Write anonymized client success story
- ✧ Turn story into a video
- ✧ Send email: The mistake that cost a client thousands.

## Week 4

- ★ Compile 5 common client questions
- ✧ 1 question per social post
- ✧ Record a longer YouTube/Facebook Live Q&A

# The Compound Result

From just four core ideas, Sarah generated sixteen distinct pieces of content.

**16 Pieces**

Live in one month

**Climbing**

Email open rates

**3 Calls**

New prospects  
found her online

# The Four Fatal Flaws

The Flaw	The Fix
Writing for peers	Write in plain language for clients. No jargon.
Inconsistency	Show up reliably. The algorithm rewards a steady habit.
Missing the hook	Open with the problem, not a polite introduction.
Forgetting the CTA	Tell them exactly what to do next to generate the lead.

# Your Action Step This Week



1. Pick your lane (1–2 products).



2. Write down the 10 questions you hear most often in that lane.



3. Create one article and one short video answering the very first question.

**Content marketing isn't a campaign. It's a habit.  
Build a moat nobody can take from you.**