

Sole Traders & Partnerships Management Liability

At Prorisk we believe in our products and our broker partners.

That's why we've created this easy to follow three step plan to help our brokers have better conversations with their clients.



Step 1

Get the content

Access unlocked content through the Unlocked Broker Toolkit series exclusively presented by ProRisk



Step 2

Start the conversation

Personalise the content and share with your clients



Step 3

Become the expert

Take your client relationships to the next level



Step 1

Get the content

Content is King and ProRisk wants to be its Queen.

The more time and effort you take to help your clients understand their risks and the covers available, the more they will value both your professional advice and the products and services you offer.

Sharing valuable and engaging content is effective in supporting:

- Client engagement
- Retention
- Cross sell
- Establishing thought leadership.

This 'Unlocked Broker Toolkit' includes the following content shared with you in a Microsoft Word file:

- **Brochure:** Unfair dismissal helpful resources for employees.
- **eDM copy:** Do I need Sole Traders & Partnerships Management Liability.

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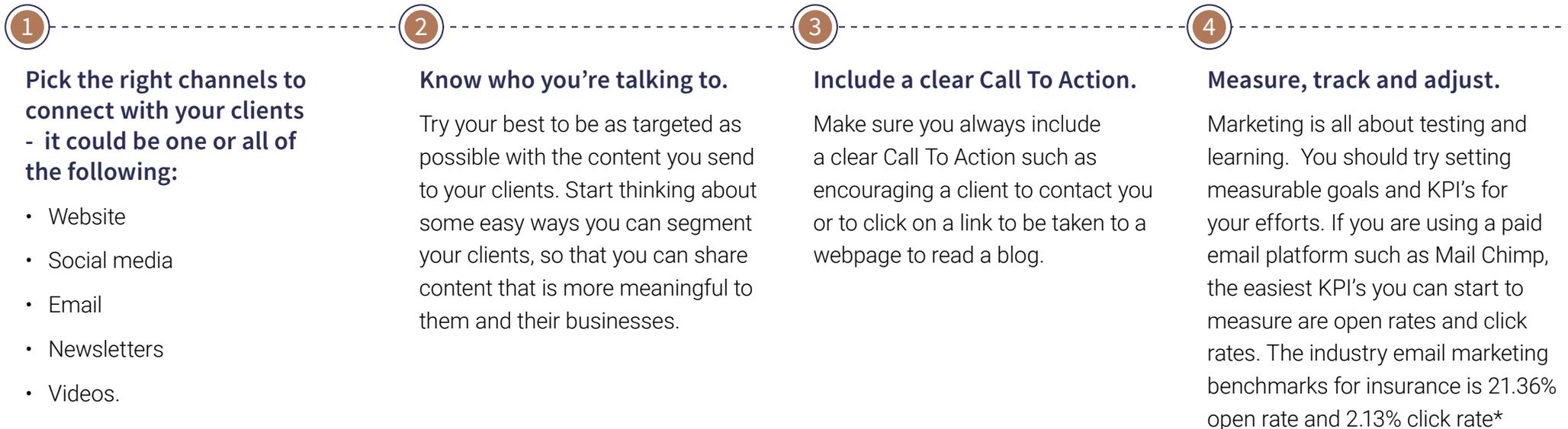


Step 2

Start the conversation

Designing an engaging and consistent communications plan for your clients will help you establish a framework for regular contact that will result in deeper, long lasting and more productive professional relationships.

Four basic steps to getting a communications plan started:



*Mai Chimp stats

Learn how to easily personalise your unlocked content on the next page

Three easy tips for personalising the ProRisk Sole Traders & Partnerships Management Liability Content



Tip 1

Add your own top & tail.

Add your own sentence or short paragraph to the beginning and end of the copy.



Tip 2

Add your own links where appropriate.

For example you could add hyperlinks from relevant keywords or phrases to pages within your own website.



Tip 3

Add a client testimonial.

Testimonials from loyal clients help build and reinforce your expertise. Ensure you have permission from your client to use a testimonial.



Try Canva. It's a really great DIY graphic design tool that can help you design engaging content. Plus they have a free content calendar you can use to schedule your communications.



Step 3

Become the expert

A trusted broker can become a lifelong professional adviser to their clients. Investing in a marketing strategy and some basic online tools to help with the management of your marketing plan could help you gain that competitive edge.

Here are some links to sites that may be useful:

- Free social media scheduling try Buffer <https://buffer.com/>
- To create social media posts, brochures and presentations and pretty much anything else try Canva - www.canva.com
- For free images try:
 - Pexels - <https://www.pexels.com/>, or
 - UnSplash - <https://unsplash.com/>
- Learn more about how people behave on your website with free heatmaps, clickmaps and scrollmaps. Try Hotjar - <https://www.hotjar.com/>



Visit the **ProRisk** website to learn more about the full suite of products available as well to get access to our **Education Hub**.



Management Liability and Sole Traders & Partnerships Management Liability are now available on **ProBind**. To get a quote visit www.probind.com.au



Follow **ProRisk** on LinkedIn and Facebook.

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