

Tips For Creating Your Listing



1. Decide what Zip Code you want to be listed under (read our suggestions).
2. We believe a good photo (head shot) is important to consumers (read how to do it).
3. Include hyphens (-) when entering phone numbers.
4. Create a great 180-character description (read our tips).

You can hit **UPDATE** (bottom button) to save what you have entered. Then click the **Edit This Profile** button to continue making changes.



Here is an example of listings that we will refer to (below).

Agents Located Nearest The Zip Code You Entered

 0.84 mi	Jesse Slome Beverly Hills Insurance Pros Beverly Hills 818-597-3205 or 888-555-1212 (Toll Free) Over 25 years. Get the best Medicare Supplement, Medicare Advantage and Prescription drug plans. Serving clients throughout California and Arizona.	Email Me Visit My Website My LinkedIn Profile
 25.14 mi	John / Mary Agent The Best Agency, Inc. Westlake Village 123-457-7890 or 888-555-1212 (Toll Free) Helping consumers in Westlake Village, Thousand Oaks, Agoura and Moorpark, CA. We offer all leading Medicare Supplement products to help you bet the best coverage for the lowest cost.	Email Me Visit My Website My LinkedIn Profile

SELECT THE ZIP CODE & CITY

With our system, you get to select the specific **Zip Code** you want used by our system.

You also get to select the **City/Town** that will be shown in your listing.

YOU CAN BE LISTED IN MULTIPLE ZIP CODES / CITIES

You will need to pay for **each** listing and **post each listing separately**.
PLUS YOU MUST USE A DIFFERENT E-MAIL ADDRESS TO REGISTER EACH ADDITIONAL ZIP CODE.
However, our system will allow you to have all sent to one Email address.

HOW DOES THE SYSTEM CALCULATE THE DISTANCE

When a consumer types in a Zip Code and hits ENTER, an automatic program calculates the distance from a predetermined map location to the **CITY & STREET ADDRESS YOU ENTER**.

If you want to be listed based on where you live or work, that's easy. Enter your home or office address in the **STREET ADDRESS** box. (Example: lower listing I added Westlake Village, Zip 91361)

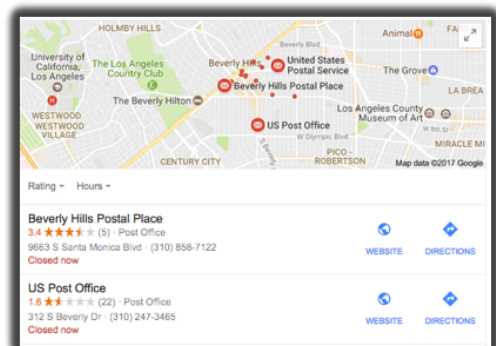
But let's say you want to be listed in a specific city, say Beverly Hills, CA. Here's what you need to do.

First - ENTER the Zip Code -- 90210 (that's the BH zip)

Second - ENTER the City Name -- Beverly Hills

Third - FIND A REAL ADDRESS - do a Google search for "Office Beverly Hills 90201" and Google will produce a map with several businesses and their addresses >>>>>>>>>>

Fourth - ENTER A REAL ADDRESS in the STREET ADDRESS box.
The computer will reflect as if that's where you are located.



WE MAKE IT EASY TO UPLOAD YOUR PHOTO

Research has shown that having a photo improves the likelihood that consumers will contact you. IF you **don't** upload a photo, the Medicare Supplement Professional emblem will appear.

To Upload a photo simply click the camera icon.

Click the **Upload** photo box.

You can simply drag the photo image file (jpeg) that you want to use - or click the upload photo button.

Once loaded, the system will allow you to crop (square off) the photo.

If the system reads "Processing" for a long time, it means your file size is very large. Consider a smaller file.

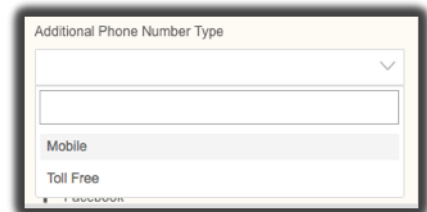


PHONE NUMBERS - YOUR OPTIONS

You can list two different phone numbers.

The **first** number should be the main number you want consumers to call. It can be a local number or a toll free. Your choice!

The **second** number can be a Mobile (cell) or a Toll Free. Open the box (click the arrow on the right) and select the word (Mobile or Toll Free) that you want to appear next to the second number.



WEBSITE ADDRESS

Be sure to follow the prompt and type <http://www.....> (Example: <http://www.medicare supp.org>)

E-MAIL ADDRESS

While most people will simply call you, many will send an Email (especially if they are searching at night or on weekends). After you post your link, we suggest you test the system to make certain all is working.

CREATE A GREAT 180 CHARACTER DESCRIPTION

This is your opportunity to convince consumers to contact you. Select your words carefully. Read what others have posted to get some good ideas. Here are a few suggestions:

SHOW COMMUNITIES OR AN AREA YOU SERVE: Helping consumers in Southern California.

HIGHLIGHT YOUR EXPERIENCE: Medicare insurance solutions for 25 years.

EXTEND AN OFFER: No cost and no obligation information in your home or our office.

UPDATE YOUR PROFILE AT ANY TIME

Your User Name (Your Email) and Password give you 24/7 access to update your listing.

TIME TO RENEW YOUR LISTING ?

No worries, the system will send you an email reminder 30 days prior to the expiration date.