



HOW   
TO IDENTIFY  
**BUSINESS  
INSURANCE  
CLIENTS**



Identify from your portfolio which insureds **are entrepreneurs or business owners**

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Identify **how many** of those are partners **in companies or are sole proprietors**

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**Identify the centers of influence** around you that could give you access to entrepreneurs

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Start **building business relationships** by participating in seminars where you can interact with entrepreneurs

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Your personal brand on social media should **promote and educate on the importance of Business Insurance**