

INSURANCE/LAWYER SITE SUPPORTING TEXT

This theme is great for insurance brokers and small law firms.

The main focus is on insurance brokers, but this can easily be adapted to other professions.

There are thousands of insurance brokers in almost every single country which is why I wanted to provide you with this theme.

The site focuses around a free quote/free broker/free call-back, but this can change depending on what your client would be willing to offer.

Other call-to-actions like a free 3-day mini-email course to or a free eBook download for small business owners (refer to Email Marketing in the eBook) can be good for this niche.

It's important to refer to the Pricing section mentioned in the eBook to see how to price this website when you do approach accountants, but you can very easily charge \$1,000 - \$2,000 in my opinion.

You can either use the approach of targeting insurance brokers with existing websites and critique it after finding them on AdWords or Google, or by going through local directories amongst other tactics mentioned in the eBook that you feel comfortable with.

Insurance brokers or lawyers might even be a niche of your main agency business, but if it's not, make sure that your agency is the MAIN focus as that's really the 'money-maker'.

Think of this insurance broker theme and business strategy as a good secondary income, but your agency should take most your time.