Today’s social internet provides unparalleled opportunities for people to leverage their content in the public domain. These opportunities are particularly valuable for self-employed professionals looking to establish online credibility and find new clients for their services. Meanwhile, the insurance industry is significantly restricted from taking advantage of these opportunities due to federally mandated disclosure and compliance regulations. These regulations cause many insurance brokers and agents to abandon the opportunities for online marketing, but that only magnifies the potential upside for those who navigate the regulatory minefield successfully. Although the process can be frustrating, the profit potential can make the effort worthwhile. Furthermore, a savvy approach can dramatically reduce the headaches along the way.

Most insurance companies provide weekly or monthly newsletters for brokers and agents to pass along to their customers and prospects. If a particular broker represents ten different insurance companies, that means he or she might have access to ten different newsletters each week. Of course, these newsletters have already passed all of the relevant disclosure and compliance hurdles, meaning they are already approved for public consumption. This is extremely valuable content, yet few insurance brokers or agents leverage it effectively. Perhaps they send it out via email. Perhaps it’s posted to a website somewhere. Or it might even be sent out via regular mail. But none of those strategies take advantage of the social media tools revolutionizing today’s internet.

These approved newsletters can be published as blog posts. Then, through RSS integration, they can be syndicated out through Facebook, Twitter and LinkedIn networks. They can be published as articles on literally thousands of article directories. They can be submitted to “blog carnivals” which are essentially online magazines. They can even be read into a microphone and published as audio podcasts. These tactics position the content (the newsletters) in the middle of high-traffic online destinations; destinations where they can be further disseminated via social channels (like within friend networks). This content can be leveraged and re-purposed in seven or eight different ways, building a massive online identity for the broker or agent publishing them, all without a single regulatory hurdle.

How many people are doing this? Not many. The reality is that insurance brokers or agents who actually took the time to leverage the pre-approved content they already possess would establish an enormous online presence for themselves while working less than most of their competitors.

Like everything, the initial setup process is tedious and riddled with tiny but irritating complications. But once in place, this publishing process can be done within a single hour. With all the pre-approved free content being provided by insurance companies, brokers and agents can easily participate in today’s online opportunity. It all boils down to what you focus on: the opportunities or the obstacles.