

Interview with an Insurance Goddess

Agency: Alan Galvez Insurance Ltd. | Location: Bellefontaine, Ohio | Title: Agent/Owner | Year agency was founded: 1988

In 2009, Carrie Reynolds **started a blog** to set herself apart from other local agents. But the blog was just the beginning. She soon transformed herself into the “Insurance Goddess,” a unique character that continues to turn heads and intrigue her customers. Carrie built a compelling persona, and a healthier business, by challenging the public’s expectation of what a successful insurance agent looks and sounds like. And she’s having fun doing it.

AI: How did you come up with the idea for the Insurance Goddess?

Carrie: In May 2009, I started a blog and decided to name it “**Confessions of an Insurance Goddess.**” I chose the title to encourage people to read it. I felt that it made insurance sound more interesting. At the same time, a good friend of mine kept pushing me to create a character, so I could brand myself and step apart from the crowd. The agency hosted a networking meeting that same month and it was a perfect time to bring the character to life.

AI: What do you do to promote the Goddess?

Carrie: I’ve built a business by doing personal appearances. I partner with local businesses to attend their events, and in return they support me. Last year, I did an appearance for a customer and fellow business owner in their booth at the county fair. I’ve attended several local fund raising events, posing for pictures and donating the proceeds. I even made an appearance at our local motorcycle rally—with my motorcycle—to take pictures with fellow bikers.

Also, several industry folks have mentioned the Goddess in their own marketing—articles, blog posts, etc. The PIA of Ohio even used the Goddess in a social media presentation at last year’s Agency Profitability and Management Conference.



AI: How do your customers feel about your persona?

Carrie: The response has been fantastic, and I get a ton of encouragement. A lot of our customers **interact with me through social media** sites. They'll post comments saying they're glad the Goddess is on their side and protecting what's most valuable. Also, when talking with customers, they'll greet me with "Good Morning Goddess" or "How's the Goddess today?" I can't tell you how awesome it feels to have customers embrace the brand.



AI: How has it affected your business?

Carrie: I can definitely say that I've attracted new business as a result of my persona. Because I put myself out in the community, I make contact with so many potential customers. Several of the local businesses where I've made appearances have hired me as their agent. And, while not everyone is ready to make an insurance decision at the moment we meet, they tell me they'll think of me first when it's time for a quote. I may not convert everyone right away, but I guarantee I've made a lasting impression that will hopefully bring them through our doors.



AI: Do you have tips for other agents who may be considering building a brand with a persona?

Carrie: You have to be willing to step out of your comfort zone and take a risk—realizing that someone may laugh. I've had some chuckles, but I guarantee they won't forget me. It doesn't bother me because I know I'm building top-of-mind awareness and creating a memorable image. You have to believe in your brand or no one else will. And finally, just have fun!

AI: What's your favorite part about portraying the Insurance Goddess?

Carrie: I love turning a traditionally boring and tedious industry on its ear and giving it some personality and humanity. I find customers are receptive to me because they see a person who likes to have a little fun but is serious about helping them with their insurance needs.

Here's what one of Carrie's customers has to say about the Insurance Goddess:



Robert S. Storm The Insurance Goddess strikes again! She did an outstanding job of getting my bond so that I can take office as County Auditor at the first of the year. Not only was she super fast and efficient, but she got a pretty rockin' low premium as well (we'll save as many tax dollars as we can).

Thank you Carrie Galvez Reynolds.

