

Differentiate yourself and make strong connections with clients and prospects

How to personalize your Personal Agent Website

In a few easy steps, you'll be ready to differentiate yourself and show consumers what sets you apart. First, log in at [Integrity.com](https://integrity.com) and then use the **Profile Menu** to select **Account**. Click on **"Agent Profile"** to see your **Personal Agent Website** information.

- 1 Start with **Product Preferences, Office Location, Office Hours, Languages Spoken, Company Name** and **Years of Experience**.
- 2 Next, upload an **Agent Photo**. Select a photo and click "Upload a photo".
- 3 Create your **About Me** section. Write about what sets you apart in your area — specializations, professional experience, and more.
- 4 You are responsible for the compliance of your bio. Review the Agent Bio Guidelines to ensure you are compliant by clicking **Submission Guidelines**.
- 5 This disclaimer will appear on your Personal Agent Website for consumers to see.
- 6 Your **Agent Website Link** is personalized with your name. Share this link with prospects and clients.

The screenshot shows the 'Agent Profile' page in the PlanEnroll system. The page is titled 'Agent Profile' and includes a navigation bar with 'Account Settings', 'Agent Profile', and 'Selling Permissions'. The main content area is divided into several sections, each highlighted with a numbered callout:

- 1** Product Preferences: Includes fields for Medicare, Final Expense, and Simplified IUL.
- 2** Agent Photo: A circular profile picture placeholder with the initials 'RS' and an 'Upload a photo' button.
- 3** About Me: A text area for writing a bio, with a '500 characters remaining' indicator.
- 4** Submission Guidelines: A link to review the Agent Bio Guidelines.
- 5** Disclaimer: A text block stating that the bio is solely the agent's and does not reflect the views of Integrity or PlanEnroll.
- 6** Agent Website Link: A field showing a personalized link (e.g., <https://www.planenroll.com/Rachel-Sw...>) and a 'Copy Link' button.

Other visible sections include 'Office Location', 'Office Hours', 'Languages Spoken', 'Company Name', 'Years Experience', 'Agent Phone Number', and 'Availability Preferences'.

Your Agent Bio page will have helpful information so clients get to know you as a real person and help you build stronger relationships.

Log in and personalize your info today!