

CPCU Visibility Checklist

Are you ready to *Spread the Word* about your CPCU designation?
Follow these 10 quick tips to jump-start your own visibility campaign.

Participate in the first *Spread the Word* visibility contest!

Members are encouraged to place an article about the CPCU designation on their company's intranet, in a company newsletter, or other company news source. (See tip number four.)

The first five members to do this and to submit a copy will win a prize. First-place prize is a CPCU padfolio, and four additional winners can choose a navy CPCU polo or CPCU pin. To submit your entry, send an e-mail to visibility@cpcusociety.org or fax it to Visibility Campaign, 610-251-2775.

1. **Display your CPCU designation certificate at work.** Frame your CPCU designation certificate and hang it in a visible area so visitors to your office or workspace will inquire about it. It will act as a subtle "conversation piece" and help you discuss the value of your CPCU designation. For ideas on how to talk about your designation, use the enclosed talking points and "Why Choose a CPCU" brochure.
2. **Update your business card** to include your CPCU designation. Consider using CPCU business cards if your employer won't pay to update your regular business cards. Visit the CPCU Society Shop online at www.cpcusociety.org.
3. **Speak up!** Many situations present a great opportunity to talk about the value of your CPCU designation. Don't be afraid to be slightly self-serving and reference how your designation adds value to your work as an insurance professional. Don't let an opportunity pass you by! See enclosed talking points for ideas.
4. **Post an article about the CPCU designation on your company intranet** or suggest an article for your company newsletter. Use these news outlets as a platform to educate your co-workers! Personalize the enclosed sample articles to suit your needs.
5. **Take a moment to answer this question: Why are you proud to be a CPCU?** Perhaps earning your CPCU designation was particularly challenging, you were just named chapter president, or you are able to provide clients with superior technical knowledge. Keep this reason in mind when you talk about your designation. This exercise will prepare you to describe the value of your CPCU designation with much more meaning.
6. **Let your letters be your shadow.** Use the CPCU letters next to your name in all business correspondence. For example, e-mail signatures, fax forms, letters, and nameplates. John E. Insurance, CPCU. Also, consider updating your e-mail signature stamp with a quick description about the CPCU designation. See enclosed sample e-mail stamps.
7. **Be proud to work in the insurance industry.** Don't forget to mention CPCU. Have you ever noticed when meeting someone for the first time, most people automatically will ask, "What do you do for a living?" When you answer insurance agent, actuary, risk manager, etc., don't forget to mention that you are a CPCU. Your designation creates a positive image of the insurance profession. Be proud to be a CPCU!
8. **Wear your CPCU pin.** Special occasions such as new business meetings, client visits, or internal meetings present a good opportunity to "dress up" your professional look with your CPCU pin. Also, consider wearing your pin once a week or once a month on a regular day at the office. If you don't own a CPCU pin, visit the CPCU Society shop online, www.cpcusociety.org, for purchasing information.
9. **Your designation is a valuable educational investment—cash in on its value!** Use your CPCU as a selling point! Be sure your résumé, and professional biography prominently display your designation, and include a brief description about its value. Interviewing for a new job? Be sure the prospective employer knows you are a CPCU and understands what it means—ethics, education, and experience! If you are being considered for a promotion or raise, use your CPCU designation as a bargaining tool. It may lead to more money in your pocket or landing that job.
10. **Use visibility tools available through the CPCU Society.** A number of useful promotional tools are available through the Society: pocket cards, brochures, articles mentioning CPCUs, and much more. Look for the tools enclosed in your launch kit or visit the Society web site for information on how to order them.

