

Speaker: Wendy Shore

Company: LinkedIn Top Voice

Session: *How to Be Found, Trusted and Chosen*

Session Overview This session helps insurance professionals understand why LinkedIn is one of the most important visibility and referral tools they are underusing. Attendees will leave with a clear, simple LinkedIn strategy they can start the same day.

Learning Objectives

Understand why LinkedIn matters for agents and brokers right now

Identify what's keeping them invisible on the platform and how to fix it

Optimize their LinkedIn profile so clients and referral sources immediately understand what they do

Use a simple daily practice to build relationships and visibility on LinkedIn

Session Outline

1. The Problem: Great Agents Are Invisible
2. Why LinkedIn Is Your Digital Office Lobby
3. Your LinkedIn Profile: From Online Resume to Client Magnet
4. The Three Mistakes Keeping You Invisible
5. Positioning: How to Be Instantly Understood
6. The AICE Framework: LinkedIn in 10–15 Minutes a Day
7. What to Do Starting This Week

BIO:

Wendy Shore is a LinkedIn Top Voice, TEDx speaker, and bestselling author who helps professionals get found, trusted, and chosen in the age of AI. With 30+ years of business experience, including building and operating seven award-winning restaurants and a background as a CPA, Wendy brings a rare combination of operational credibility and marketing expertise to every stage.

She is the creator of the Recognizable Authority Framework and the author of *Comment Currency*, a guide to building authority through strategic LinkedIn engagement. Her work sits at the intersection of LinkedIn strategy, brand authority, and AI visibility, helping founders, executives, and business owners become the name people and AI recommend.

Wendy speaks regularly to professional and industry associations on LinkedIn strategy, visibility, and building authority in a crowded digital landscape.