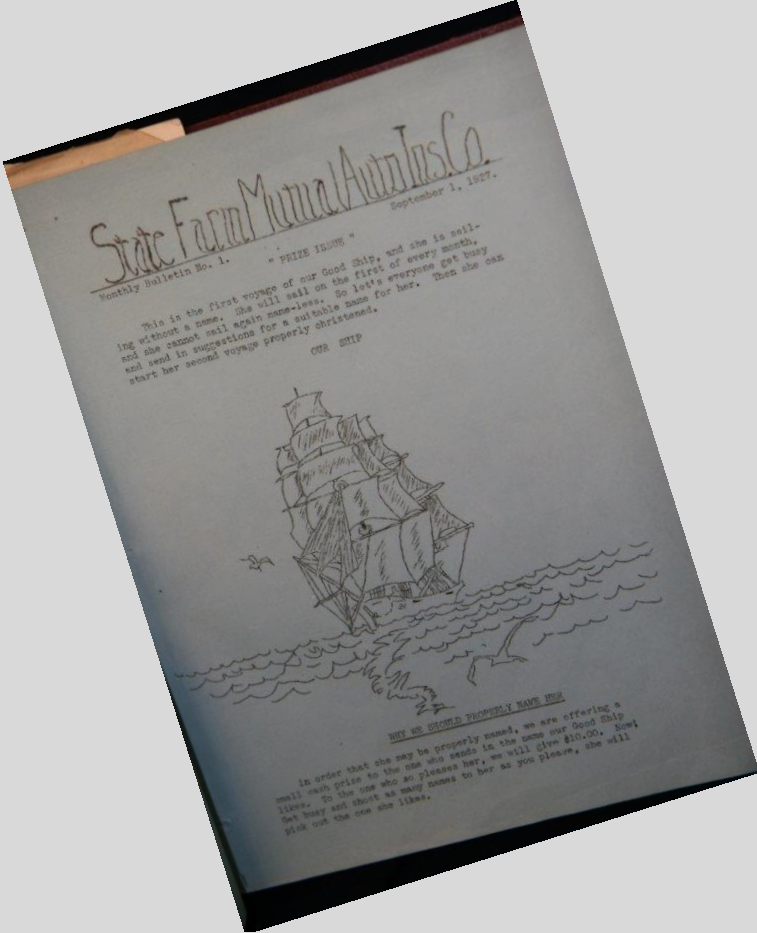


# Reflector Magazine

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# About the *Reflector*

- Began in 1927 by Founder G.J. Mecherle
- Geared toward agents, but content, credibility and reliability have led to much larger readership
- Regular features:
  - Executive column (started by G.J. with the first issue)
  - Agent profile articles six times a year (started in the '70s)
  - Red Flag articles (what someone did or did not do correctly) started in the '40s

# Story Criteria

- How will this topic help agents? How many agents will it impact?
- Do you have success stories to share? Customer testimonials?
- What new information or announcements will be shared?
- What else can we provide as part of the article?
- Are you sharing this message in other ways?

# Team Goals

- Keep the content relevant
- Let the agent do the talking
- Resist the jargon and corporate speak
- Understand what a monthly/print publication can and can't do
- Respect the loyalty of our readers

# Survey Says

- Love featured agents and real life stories! Success is inspiring.
- It's always great to get the *Reflector*. It helps us keep up with what is going on at State Farm.
- The *Reflector* gives me a pulse on the company and what is happening nationwide with State Farm
- I enjoy the stories about agent's success. I also enjoy the articles about direction of the company.
- I love the *Reflector*. As an agent you are an "island," so it's great to see what others are doing.