**Trusted Choice Releases AI Marketing Toolkit**

This week, Trusted Choice® released the “[AI Marketing Toolkit for Independent Agents](https://lp.independentagent.com/ai-toolkit),” which is specifically designed for independent agents who are eager to harness the power of artificial intelligence (AI) to enhance client relationships, optimize marketing efforts and drive business growth.

The toolkit provides resources for mastering AI prompts, using AI for search engine optimization (SEO), auditing an AI chatbot, ethics and best practices, and more.

Kevin Brandt, executive director of Trusted Choice®, underscores the importance of independent agents embracing AI in their marketing efforts. “In today’s rapidly evolving market, independent agents can leverage AI to enhance their marketing strategies and stay competitive,” he says. “Our commitment is to support these agents every step of the way, providing them with the tools and resources they need to adapt and thrive.”

Many independent insurance agents are already [embracing AI technologies in several innovative ways](https://www.iamagazine.com/magazine/issues/2023/october/aim-higher-8-ways-independent-agents-can-use-ai-to-increase-productivity-and-profitability), enhancing their operations, client service and marketing strategies. The toolkit dives into simple and effective ways agents can utilize AI while also avoiding many of unknowns associated with the burgeoning technology.

“Given the pace of AI, many may be feeling some uncertainty and perhaps fear,” says Chris Cline, executive director of the Big “I” Agents Council of Technology (ACT). “In collaboration with our supporting partners and Big ‘I’ teammates, we are working to create clarity and a better understanding of the many opportunities and some of the [risks associated with AI in our industry](https://www.iamagazine.com/magazine/issues/2024/june/integrating-ai-while-avoiding-e-o-claims).”

Download the “[AI Marketing Toolkit for Independent Agents](https://lp.independentagent.com/ai-toolkit)” to discover how AI can be your ultimate partner in delivering personalized client experiences and make data-driven decisions that set you apart from the competition.