

LiveAgent Video Guidelines

The areas in **Bold & Blue** are where you would fill in your own specific information. State Farm Legal notes you cannot say "my website" - and you must refer to it as "this website."

Hello, I am State Farm agent **Agent Name**. Thanks for visiting this website.

Talk about yourself - a few ideas include:

- **Your ties to the community**
- **Relevant personal background or history**
- **Why you became an agent**
- **Your family**

Our physical office hours are **Open AM** to **Close PM**, but as you can see, you can get a quote, research products and submit a claim 24 hours a day, 7 days a week. We consider it a privilege to help meet your needs.

The goal is to keep the video short and effective. Work out what you want to say **before** you get to the studio. Try to keep the total time between 20 and 40 seconds (about the length of a television commercial).

Keep in mind that Compliance will review videos. Get anything you want to say (but aren't sure about) approved in writing before shooting the video, to avoid a re-shoot.

Any other questions?

Give us a call at **1-877-828-3131**

or drop us an e-mail at **support@mysfdomain.com**