

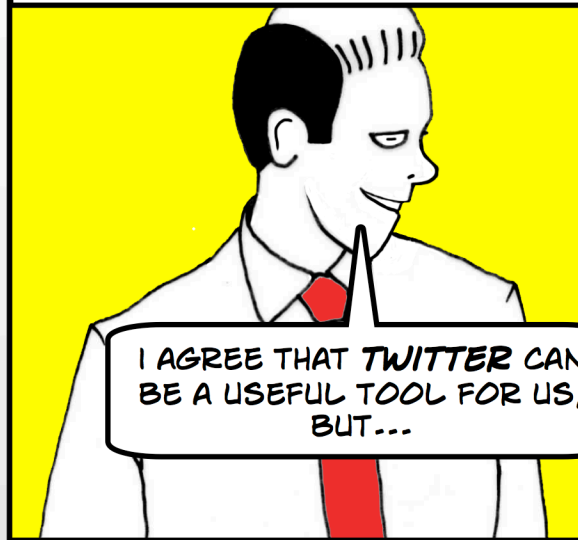
The Comic Adventures of
**ERNEST
AGENT™**



Written and drawn by Alan Shulman, CPCU
Courtesy of Agency Ideas® sales & marketing newsletter.
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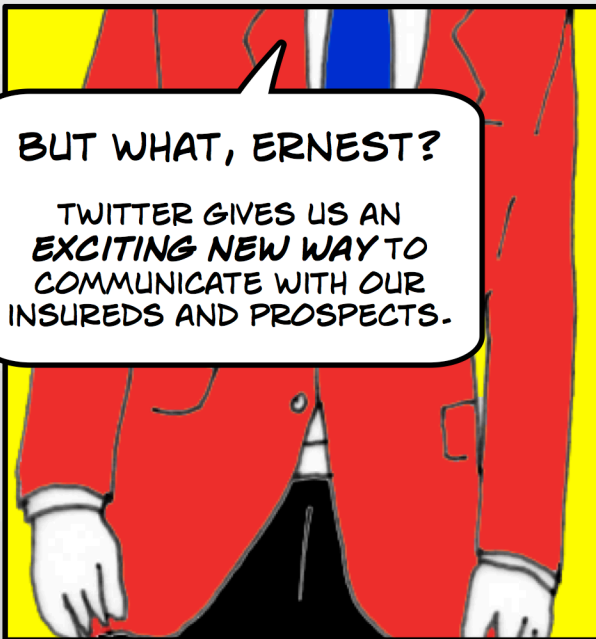
ERNEST AGENT AND HIS PARTNER
DISCUSS SOCIAL MARKETING...



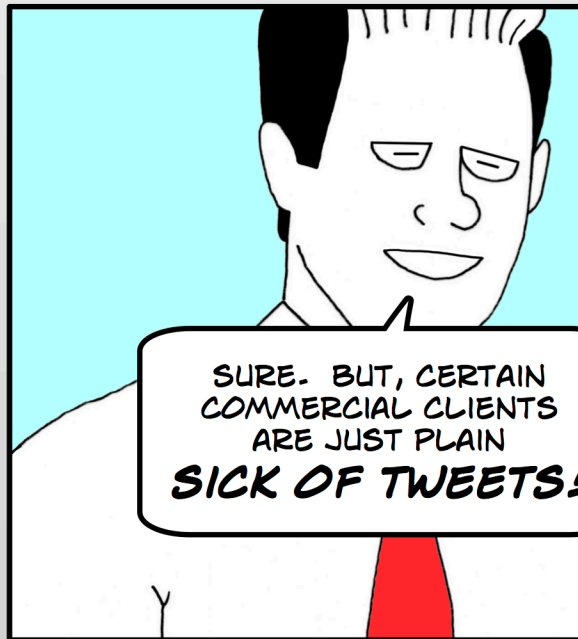
I AGREE THAT **TWITTER** CAN
BE A USEFUL TOOL FOR US,
BUT---

BUT WHAT, ERNEST?

TWITTER GIVES US AN
EXCITING NEW WAY TO
COMMUNICATE WITH OUR
INSURED AND PROSPECTS.

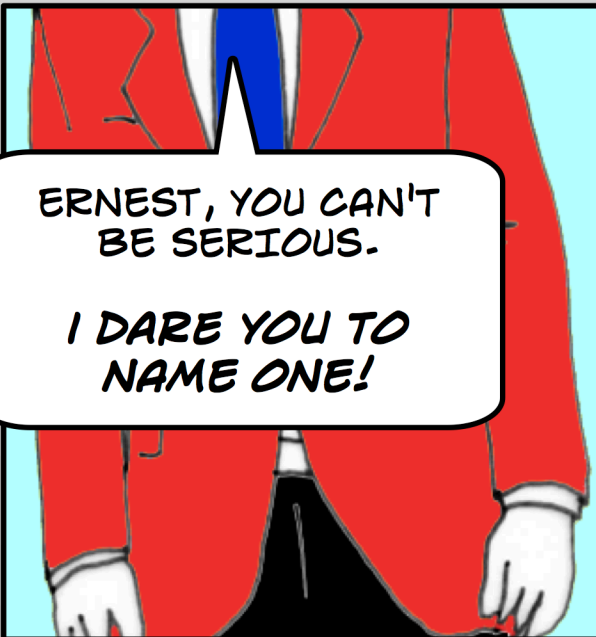


SURE. BUT, CERTAIN
COMMERCIAL CLIENTS
ARE JUST PLAIN
SICK OF TWEETS!



ERNEST, YOU CAN'T
BE SERIOUS.

**I DARE YOU TO
NAME ONE!**



HOW ABOUT
THIS ONE---

**THE BIRD
SHOP ON
MAIN
STREET!**

