How to Create and Update Your LinkedIn Profile

Social Selling for Financial Professionals

If new or existing clients searched for you on LinkedIn, what could they learn about you? Would they even find you? Creating your LinkedIn profile can be the first step toward using social media for your business.

Create Your Profile

STAND OUT

Improve your chance of being found when others search.

1. Visit **LinkedIn.com**. You can create a basic account free of charge, and registration should take less than five minutes.
2. Enter your name, e-mail address, and create a password; then click **Join now** and a confirmation e-mail will be sent to you.
3. To confirm your account, open the confirmation e-mail and click the yellow **Confirmation** button.
4. Once your e-mail address is confirmed, you will be redirected to LinkedIn. Sign in with the credentials you created.
5. Create your profile by completing the fields provided, such as your Zip code, job title, and industry. Fill out your profile as completely as possible, including your business background and education.

TIP: *Keep in mind that you have the option to skip steps during the creation of your profile. You can always go back to them later.*

6. Next, you will be given the option to import your e-mail address book from select webmail services, such as Hotmail and Gmail, to quickly find your contacts that may already be on LinkedIn.
7. LinkedIn will guide you through the steps to complete your profile, including adding interests and skills. After you save your information, you can return to your profile page by selecting Home from the top menu.

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Update Your Profile

- Visit LinkedIn and sign in.
- Click **Profile** from the top menu bar.
- Find the section you want to edit and click the pencil icon (Edit).
- After you make your updates, click the **Save and Exit** button in the box at the top of your profile, or click the **Save** button just below the section you updated. You will be redirected back to your profile page.

TIP: *The quickest way to edit and enhance your profile is to click the **Complete Your Profile** button in the top section of your profile. This will guide you through adding content. As you do, make sure you follow your firm's compliance policies.*

To learn more about how you can use social selling to grow your business, call your consultative wholesaler at (800) 722-2333 or visit SocialSelling.PacificLife.com.

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