

How to Make Your LinkedIn Profile Stand Out

Social Selling for Financial Professionals

Your LinkedIn profile is an important component of your personal brand. It provides an opportunity to showcase your knowledge and skills, and cultivate connections that will help you grow your business. You can stand out from other financial professionals by optimizing your profile for easy searches and communicating directly to the audience you want to reach.

Strategies to Help You Get Noticed

- Visit [LinkedIn.com](https://www.linkedin.com) and sign in.
- Complete your entire profile. Don't leave fields blank. The more information you provide, the easier it will be for existing and prospective clients to find you as they search keywords like "financial professional" or "investment specialist."

***TIP:** By default, LinkedIn uses your current title and company as your headline. Don't let this powerful 120-character headline go to waste. Consider changing it to one that clearly states your specialty and the value you can provide to clients.*

- Embed keywords in your job title and throughout your profile so you will be found in searches. This will make it easier for you to be found by clients with whom you want to connect. Include words you would use to search for a financial professional if you were a client; it will increase the frequency of your profile appearing in searches.
- Join groups that reflect your expertise, interests, and geographic location. Each time you do, the group name is added to your profile and can be picked up by search engines.
- Customize your LinkedIn profile URL (hyperlink). Change it to something that can be easily remembered when you include it on your communications including seminar slides, business card, e-mail signature, or stationery. (If needed, refer to the **How to Claim Your Custom URL on LinkedIn** guide for instructions.)

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Optimize and market your profile to increase your visibility.

- Under your picture in **Contact Info**, LinkedIn allows up to three hyperlinks to be added to your profile that can point to Web pages such as your blog or professional website. Edit the “anchor text” (the visible text) in those links so that it includes relevant key search words. This may help increase the chance of your pages being found in Google or Bing search results. For example, if your hyperlink is <http://www.johnsmith.com>, consider using visible text that will read, “View My Website.”
- Engage in multimedia marketing. There are many forms of communication that can be used to invite people to view your profile and join your network. If you have an existing website or blog, include a LinkedIn logo (refer to **LinkedIn Brand Resources** on LinkedIn for guidelines) and invite others to connect with you. If you're participating in a TV or radio interview, invite listeners to follow you on LinkedIn. When you host a seminar or webinar, include a slide with your LinkedIn URL and the words “Connect with me on LinkedIn.”

TIP: Include your new custom URL on your business card and stationery. The next time you exchange business cards with contacts or distribute marketing materials, recipients will have a direct URL to view your profile and connect with you on LinkedIn.

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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