

## How to Add Your LinkedIn URL to Your E-Mail Signature

Social Selling for Financial Professionals

Adding a link in your e-mail signature to your public LinkedIn profile is becoming as commonplace as a link to your website. Make it easy for clients and prospects to find your professional profile quickly by including this link in your e-mail signature. It only takes a few minutes to set up, and once you do, the link is automatically added to any e-mails you send.

### Add LinkedIn URL to E-Mail Signature



**ADD A LINK**

Make it easy for clients to find and connect with you.

1. Visit **LinkedIn.com** and sign in. View your profile.
2. Below your picture and headline information you should see your unique LinkedIn public profile URL. If you have not customized your URL, it will include a string of numbers and letters. (If needed, refer to the **How to Claim Your Custom LinkedIn URL** guide for directions.) Select, right click, and copy this URL.
3. Access your e-mail signature editor, and add a new line that says, "View My LinkedIn Profile," or simply, "LinkedIn."
4. Select this text and create a new hyperlink. In most cases, this is usually a button that looks like a chain link. Paste your profile URL into the address field and click "Ok."
5. Save your changes and exit your e-mail signature editor.
6. You should now see a link to your public LinkedIn profile in all new e-mail messages you create.

**TIP:** Do you want to include the LinkedIn logo in your e-mail signature?

Visit <https://brand.linkedin.com/downloads> for approved logos you can download.

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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](https://SocialSelling.PacificLife.com).

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