

5 Steps to Drastically Improve Your LinkedIn Profile

Here are the five steps we recommend all advisors take to optimize their LinkedIn profiles and build their brands on social.

1. Set Up Personal and Business Pages

Step 1:

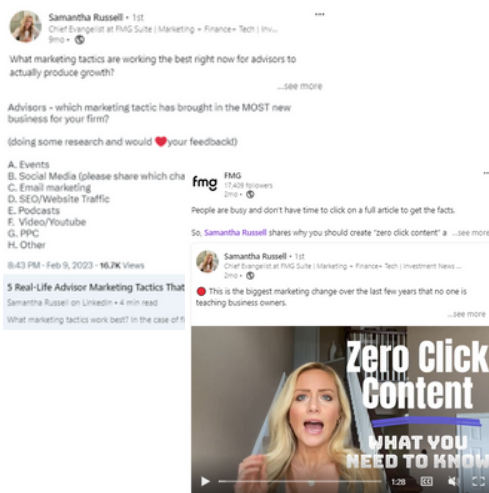
Claim your business name/profile on [both](#) regardless

Step 2:

Establish a [face for your brand](#)

Step 3:

Have employees/personal pages share content that tags the business page or re-share content from a business page. [Expect the Personal page to perform better](#)



2. Upload an A+ Headshot and Banner Image

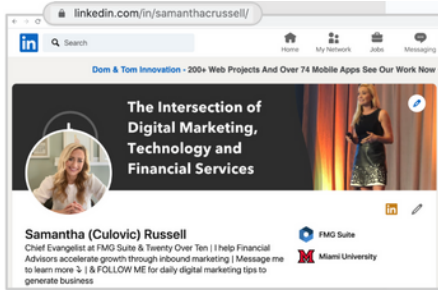
- Use a [high-resolution image](#)
- Make sure the photo looks like you
- **SMILE** (show your teeth)
- Wear what'd you'd wear to work
- Take the photo in [natural light](#)
- Create a [Custom Banner Image](#) using Canva (1128 (w) x 191 (h) pixels)

Choose a template here:

<https://www.canva.com/linkedin-banners/templates/>

3. Write a Great Headline

- Articulate your unique value. “I help people _____, and my approach is different because _____.”
- Use the 120 Characters wisely!
- Don't be gimmicky



5. Turn Your Summary Into Your Story

- **Never** leave the summary section blank!
- Don't just list jobs + skills. **Tell your story**
- Bring to life why your skills matter – and the difference they make to the people you work with
- Write in the **1st Person!**
- Don't forget the “Featured” section - highlight awards, your best content, etc.



4. Personalize Your URL

- Follow [these instructions](#) to personalize
- Best to edit for SEO purposes
- A good URL may contain just your name, your name plus your title, or your name plus your certification

Examples:

<https://linkedin.com/in/AllenJohnson>

<https://linkedin.com/in/AllenJohnsonCFP>



About

How financial advisors and clients find each other has changed forever. I help successful business owners understand how digital marketing can transform the way they find and engage clients today, and 10 years from now.

My passion is helping financial advisors understand digital marketing strategies and switch their mindset from an "outbound cold sales" to a "warm inbound" approach. The strategies I teach (including optimal website design, SEO, content marketing, social media and video) have helped thousands of advisors to experience significant organic growth and new business over the last five years.

Over 10,000 financial professionals have heard me deliver this message on stage at financial conferences, and even more have read about it in the pages of well-known industry publications.

In 2020, I was honored with the InvestmentNews 40 Under 40 award and that same year was honored to be named to the "10 to Watch" list by WealthManagement.com. ThinkAdvisor honored me as "Luminary" for thought leadership in 2021- the inaugural year of the awards.

I was part of the original five person team that launched Twenty Over Ten and now serve as Chief Evangelist at FMG Suite. There is nothing I find more inspiring than being able to empower advisors to market themselves effectively, and I get a thrill from each message I receive from those financial advisors who are enjoying returns on their marketing investments.

Looking for Additional Marketing Support?

Our award-winning platform makes it easy to build your brand, stay in touch with clients, and grow your business – all from one tool.

Curious to learn more? Schedule some time with our team, or give us a call at (858) 251-2400.