

Social Media Tips Financial Professionals Can Use to Gain New Clients

Make Your Profile Stand Out

Improve your chances of being found when others search for someone like you. Here are some ways to optimize your profile

Complete entire profile

Embed keywords

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Financial Professional & Estate Planner, Retirement & Investment Consultant, Investment Advisor, Wealth Coach

https://www.social.com/YourName

Retirement Investment • Advisor •

• Financial Professional • Investment Advisor • Retirement

Consultant • Estate Planner • Financial Advisor • Tax Advisor

Experienced financial professional with more than 20 years of experience in estate planning, tax advising,

and wealth consulting for small

GROUPS National Leukemia Foundatio **@**Ø National Advisors Fou The National Leuke 528 members 9,728 members 6,480 members See 10 more 3

Optimize descriptions

Maximize group memberships

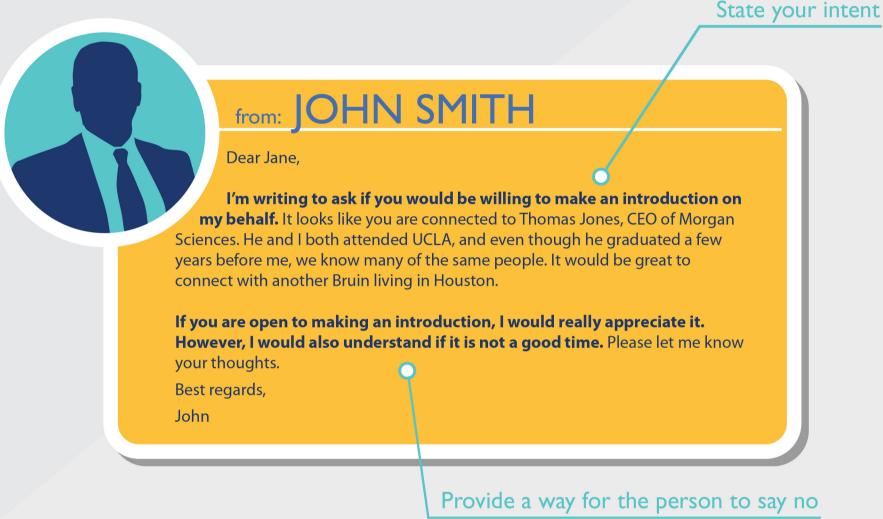


Ask for Referrals

business owners.

Referral introductions may increase your chances of connecting with someone new. The Get Introduced feature in LinkedIn helps expedite referrals by giving you the ability to reach out to individuals in your network and request introductions. Here are some rules to follow:

Always be professional.

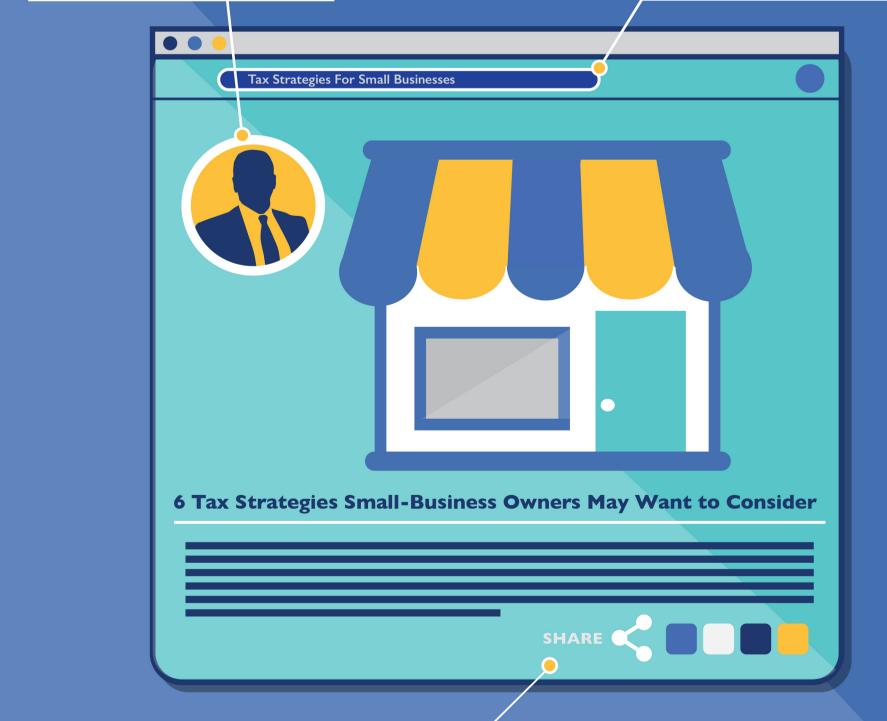




Use a publishing platform, such as a blog or LinkedIn's long-form posts, to help publicize your expertise. This allows you to:

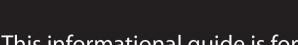
Use a Publishing Platform

Be discovered via search engines Showcase your niche expertise



Amplify your knowledge

DiscoverSocialSelling.com



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