

Your LinkedIn Headshot & Background Image

LinkedIn profiles that have pictures are viewed 15x more than those that don't.*

Your LinkedIn picture is all about YOU! If you are part of a team reserve the team picture for your advisor website.

*Source: LinkedIn



Idea Share!

Hire a professional photographer to capture a friendly, engaging, approachable you.

Not sure where to find one? Google 'corporate photography' in your area and check out their work. Once found, have the photographer come onsite to the office to update advisor website pictures, LinkedIn profile pics and brochure pics for the entire office – you will more than likely be able to negotiate a 'day rate'.

Yes, a picture really is worth a 1000 words and can make a great first impression, which is now your clients/prospects first impression of you - your online impression.

Make sure your LinkedIn profile picture is professional and engaging as well as business casual.

Why?

1. Social media is casual so your picture should reflect as such.
2. You want to look friendly, engaging and approachable as opposed to stiff, intimidating and unapproachable.

How?

For guys you can lose the tie or the jacket.

For gals it's a bit more difficult but a dress can portray a more casual look as opposed to a suit.

Photo Do's

- ✓ Professional Photo
- ✓ Business Casual
- ✓ Engaging & friendly
- ✓ From waist, chest or shoulders up
- ✓ Cropped & sized correctly (in pixels; 400x400)
- ✓ Great background, outdoor shots are fabulous. If you do a lot of business on the golf course consider having a shot on the course in your golf shirt.

Photo Don'ts

- ✓ Overly retouched photo
- ✓ Unprofessional photo
- ✓ A selfie
- ✓ Taken with a webcam
- ✓ Cropping someone out
- ✓ Full business attire
- ✓ Stiff and unapproachable
- ✓ Staged Photos
- ✓ No photo at all
- ✓ A drink in hand



Background Image

It's all about brand you! In today's world, you do NOT want to be generic. Use the background image to reinforce your brand. If you have a company logo, use it! If you don't, use a the city skyline in which you live or powerful buildings. Let it be a conversation starter and use a photo of what you love doing. For some, it's running, paddle boarding, skiing, golf, cycling. Need an image? Google it, just make sure it's royalty free and sized correctly (1584x396 px)

