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COACHING ADVISORS TO KILL IT ONLINE & OFF THRU SOCIAL MEDIA

Your LinkedIn Summary

People have limited attention spans and within seconds an individual will determine whether they would like to engage with you or click off, never to return.

Your LinkedIn summary is prime real estate to differentiate yourself from the competition. It should be engaging & succinct, passionate & personal.

Your summary is one of the most important components of your LinkedIn profile. And with the new LinkedIn UX/UI rolling out it is a great time to revisit your summary and here's why. The first two lines of your summary need to hook your readers - only 220 characters appear on a the desktop version and 92 characters on mobile version before a reader has to click to read on. Therefore make the first one or two lines really count. As we all know, you never get a second chance to make a good first impression.

Your **Summary** should be written in the *first*-person. It's more intimate. It's like having a conversation with the reader, creating a deeper connection. It can be written in paragraph form or titled sections, the choice is yours! But always make sure it is compliance approved. Topics to consider when crafting your summary:

- ✓ **Who or what inspired you to become an advisor?** This is your story. Was it a moment in your life or do you have a love of finances and helping people? Was your mom/dad an advisor, or were you inspired by another advisor? Did you grow up with financial challenges?
- ✓ **What do you provide your clients?** Is it unique products/services? Approach to investing? Provide comprehensive financial planning?
- ✓ **What drives you today?** What motivates you? Do you love providing advice, guidance, education to individuals?
- ✓ **Who do you love working with?** Is it families? Independent women? Accountants? Business owners? C-suite executives?
- ✓ **Who do you serve best?** Do you serve your community? A niche market? Pre-retirees/retirees?
- ✓ **What are you passionate about?** Who are you beyond an advisor? Are you passionate about sports, your children/grandchildren, mindfulness, fitness, philanthropy? Explain why you are passionate, it will help others connect more deeply with you.
- ✓ **Call to Action** – Describe how you've helped others in a way that has prospects saying to themselves, "Whoa! I need to talk to this advisor, (s)he could probably help me out!" Therefore, be sure to include your email address and phone number.

Idea Share!

Hire a professional writer who can convey what makes you "you" – and your services unique and desirable.

Not sure who to hire? Bob Anders is a fabulous professional writer who's created hundreds of engaging LinkedIn profiles for advisors who want to be seen as approachable, likeable *and* irresistible.

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