

Episode #250: 5 Steps to Building a Credible LinkedIn Profile

Video Transcription

Hi there, welcome back to another episode of "Money Script Monday." My name is Parker Obert and I'm the Marketing Coordinator here at LifePro Financial.

Today, we're going to be talking about the five steps that you can take to build a credible LinkedIn profile.

Now LinkedIn is the social media for professional networking. If you're a professional looking to connect with people in your industry, or you're looking for colleagues outside of your industry, LinkedIn is the place for you to start.

But before I get into LinkedIn, I wanted to paint this picture for you. Imagine you're going to Best Buy, and you're looking for a laptop, you walk into the store, and you realize there are dozens of laptops here, how do I know which one's the right one for me?

Well, there are a couple of approaches you can take. Some people think, oh, the most expensive one, that's definitely the best one, I'm going to get that no matter what if I can afford it. Or are you going to be on the other side of the spectrum? I don't care what bells and whistles this laptop has, I'm getting the cheapest one, I just need the bare minimum to get by.

While those are both approaches you can take, they're not really effective at choosing what's best for you.

Now, a lot of the time, when people are shopping in, like, a retail store, they see a product in person, the first thing that they'll do is pull out

their smartphone, type in the brand, the model and see what comes up on Google. That could be a YouTube video, a review, or anybody talking about that product to see what exactly it's all about.

Well, let's take a step back, maybe you're not looking for a laptop, maybe you're going to a restaurant, or maybe you're going to a movie, or maybe you're looking for a financial advisor.

Now a financial advisor is someone that they're looking out for the best interests of their clients. Now, their clients or potential prospects have to trust that financial advisor with all their money and their assets, and hope that they can help them reach their financial goals or in some cases, their retirement goals and well-being.

If someone looks up a financial advisor's name on the internet, they could find maybe a book that they wrote that's now published on Amazon, or maybe they were on TV and they got interviewed, or maybe they have just a really great LinkedIn account.

Now, I'm not saying you might have a book that you wrote or a TV show that you've been hosted on. But something that I do know that it's free to create is a LinkedIn account. And that's why we're here to help you start building that online presence. When people look up your name, they can see what you're all about and what your business is about.

So, let's get right into it. Step one let's create a personal and a business page. Your personal page is what you would expect it has your face, has your experience, and all the activity that you've done on that social media. It's all about you.

But did you know that you can create a business page specific to your practice that you can still post content of, you know, from your practice's name, and you can actually link that back to your website, and build that brand identity for your practice on LinkedIn?

While your personal page gives you personality, your business page is that brand identity that you want to establish.

While your business page is important, you have to remember that your personal page is actually what people will probably engage with more,

It's you, puts a face to your name, so it's a little bit easier to create that engagement. So, you'll have an easier time building a community of followers or connections on your personal page rather than on your business page.

So, now that you created both your personal and your business page, let's start working on creating a credible personal page for you. And that starts with the visual aspects of creating your headshot and uploading a banner.

Now your headshot is debatably one of the most important visual aspects of your page. It creates a face to your name and is one of the first things that people see when they go onto your profile.

Now there is controversy over what exactly you should wear when you're uploading a headshot. And that's where some people say, oh, you should always be in a full suit, or maybe others want to stick it to more casual.

The best practice that I recommend for you is wearing what you would wear to work. Now if that's a full suit, then go for it. But if that's just a polo, then that makes more sense for you. What you don't want to do is overdress for your brand, because people will see right through that and that will lose the effectiveness of your headshot building your credibility.

Another thing to remember, it has to be a high-resolution recent photo. Nothing is worse than having a blurry photo you can't make out or even worse, a photo that's so old, you don't even look recognizable anymore. That's what we call a catfish. We want to avoid that.

Now your headshot is something that goes across the entire length of your profile at the top and that's where you have a little bit more room to be creative. By default, it's pretty bland and neutral, but what you can

do is create an image or upload an image that is cohesive with the one that you have on your business page.

But on your personal page, you can have what you do and who you do it for. In my case, I would put digital marketing for independent financial advisors, and it would have the same image background as what's on my business page.

Now that you have those visual aspects set up on your personal page, the next step is to go down on your page and see what shows up next. And in this case, right under your logo or right under your headshot, and right under your name, is your headline.

By default, LinkedIn makes your headline your job title, followed by your company title or your company's name. And in this case, mine would be Marketing Coordinator at LifePro Financial, but this is where LinkedIn is actually starting to evolve, the trends that people are using on this social media are continuing to change and become a little bit more personal.

So, that's where I recommend you use this template to give that sense of personality. And that would be, I help clients ____ and my approach is unique because ____.

In my case, I would write this: I develop and execute digital marketing initiatives for independent financial advisors, through industry-leading webinar campaigns powered by organic and paid advertising strategies.

So, now that you have your headshot, your banner and you have a great headline that shows exactly why you are unique. Let's take a step back and do something a little bit more on the back end. And that is actually personalizing your URL.

When you first create your account, your URL is actually something that's by default, your name separated by dashes, followed by random numbers and letters.

While this works it's actually not the cleanest, and because we have the opportunity to change it, we should. We recommend having something that's short, sweet, and memorable is what's best for you or in my case, I just have [linkedin.com/in/parker-obert](https://www.linkedin.com/in/parker-obert).

When someone types in on Google "Parker Obert," my name is in this URL, and it's going to be one of the first things that show up, which leads to better search engine optimization. That is simple enough.

So, let's go on to the final step in creating your LinkedIn profile, and making it unique. That is turning your summary into a story. Now, when people first started creating profiles on this social media, the summary section was up to interpretation.

Some people would write their little biography about themselves in the third person. And while this may seem, like, gives you a sense of professionalism, it actually is a little bit less effective, because it not only removes yourself from your own profile as if someone else wrote that for you.

But it also distances you from the readers of your profile, it doesn't seem as personal from conversations from you to them. That's why I recommend to you that you write in the first person to give that more sense of personality, and kind of express, like, who you are as a character, rather than just someone else writing it for you.

Additionally, some people would use that section to list their skills and their background, and accomplishments. While this makes sense, this is your LinkedIn, this is your online resume.

There is another section if you scroll this a little bit farther under your experience, where you can list out the jobs you had, the tasks that you did, and what accomplishments and possibly awards you received in those jobs.

It'd be a bit redundant to put those in the summary section when they're good just a little bit farther down on your page. So that's why we

recommend giving you a story or telling your readers a story that describes why your skills matter, and why you make a difference to the people that you work with.

All right, so we've gone through all five steps, we've created our personal and our business page, we've uploaded a recent headshot, and we've created a very personable headline and summary section. So, the next step is starting to connect with people.

You know what? I invite you to connect with me, my name is Parker Obert, you can also send me an email at pobert@lifepro.com and I really look forward to helping you build your online presence.

Because remember, your net worth is only as big as your network.

If you have any other questions, please reach out to your FSR and with that, we'll see you next time.