



THE ELITE WEALTH MANAGER

BUILD A SIMPLE AND ELEGANT WEALTH MANAGEMENT BUSINESS

**BECOME THE EXPERT
THE WEALTHY WANT
MAXIMIZE LINKEDIN**

VIDEO TRANSCRIPTION

John Bowen: Technology makes it easier than ever to connect and LinkedIn is a great and easy tool for all of us to use. I believe almost every firm allows their advisors to do this. I'm going to give you the framework. Again, it's marketing material, so check with your compliance people. But let me give you a framework of what we've found to be most effective in LinkedIn. Let me go big picture. One of the reasons why I like LinkedIn a lot is that LinkedIn has mastered search engine optimization. So, when somebody searches on your name, particularly if you have an unusual name, LinkedIn is going to be up there probably before your website, unless you're doing a lot of activity on your website. When people are checking you out in today's world, recent studies, not ours, others, but in the 90%, and I've seen as high as 98% in B2B.

What happens is business to business, people Google and check you out. When wealthy people who are doing this, you got to believe they're going to check you out. So, let's make sure our messages are aligned with the actions of what we're doing. Let's go ahead and maximize LinkedIn. Why do I want to do it? Their very high search ranking. It's also very professional, and the network connections that it opens up for you on searches can be really great. Even at the not a premium. If you pay for the premium services, you could have it even more. LinkedIn can be a good marketing tool. It's, again, a little bit like the public seminars, a little bit of a grind, so we don't recommend that unless you're in some unique area. But everybody should have their profile up today.

How do you go about creating and optimizing? Make sure you get a professional headshot. I've seen a few. Not many, most people get this right, but a way too casual one. It should reflect the market that you're working in. Create a compelling professional headline. Go back to your value promise. What would make sense there? Don't just call yourself a financial advisor. Optimize your contact information. You can list your URL for the company but name it. Put down the name of your company or some other, so it's very clear so people are attracted to it.

Also, add your experience. It's pretty straightforward. Also add the education, complete the summary. The more information you have, the higher ranking you're going to get in the search. Then complete everything that's applicable to your niche. If you're publishing articles or books, list those. That type of thing. Involvement in the community, go ahead and list that. Any organizations that you support, that type of thing, or other interests. And then one of the things, run by your compliance group because this is mixed on different groups. Our security attorneys have said, "No, we're a little uncomfortable with this." You should consider hiding the skills and expertise, endorsements, if you're a licensed professional. Why? Because our industry doesn't allow you to do testimonials. Also, edit your public profile URL. You're late to the game if you haven't done it yet, but you can make it a little bit closer to just having your name and it's very powerful.

VIDEO TRANSCRIPTION

Also, make your LinkedIn profile entirely public. Now, I'm going to have one part that I want you to turn off and have the privacy. But the rest of it, just make public. Then, how do you expand your network, get it going. If you haven't done it already, you can go ahead and import the contacts into it and LinkedIn will let you then invite who you want to invite. And you should invite all the business contacts. It's a great way of doing it. Also, you can add former colleagues, classmates, you can explore the networks of immediate network members. A lot of times, other people will leave their network wide open too, and you can go through and it will help you identify is there anybody you want to connect with? And then, join the group. I don't know the rule now, I know when I was more active in this it was you could join up to 50 groups. And again, it just points directionally where you're going. Best thing is obviously the niches, who you're going to be a hero to.

Follow up on network updates and client interactions. You'll get notice of that when people are reaching out. Unfortunately, I would say probably 70% are people trying to sell to me and I would imagine that's what you're going to get too. But there's been some real value people reaching out then know my personal email, so they'll come through this way.

This is a big, review and update your privacy settings, but one of the things we encourage you to make it as public as possible except for this area. One of the things you shouldn't do is share your contacts with everybody, your network. You've spent a lot of time, energy, and money building your practice and all these connections. So, what you do, is you only have it viewed by people who share the same connection. If, for some reason, let's say you connect with me, and someone else is connected with me. When they look, they're going to see just the mutual connections. They're not going to see your whole base. That's very valuable.

Then promote it. I'm not talking about a big deal. You can put it on your business card or your email signature or certainly on your website. I would probably put it for sure on the website. Actually, I'm not even sure. I have to pull it up. I used to put it on my email address, but it's a great way of getting connections. I have a, I don't know, somewhere between 7 and 8,000 very close friends on LinkedIn. It's a great way, another way for us to get other information out. Maybe for you as you go and do this, ability to leverage the thought leadership within your group or within your network. It's just what we'll find out when we go into, as we're progressing now, we're about ready to head out to this concept of economic glue. Excuse me. And as we go to economic glue strategy, a, what happens is we're going to see how we can use these multiple contacts along the way to create real value. And what's the value we're looking at? Steady screen, pre-qualified, pre-endorsed clients coming to us with a call to action, which is the second opinion. And LinkedIn is not, I don't want to say it's huge value, but it's a very cost-effective one.

VIDEO TRANSCRIPTION

Where are we in this whole process? Well, what we've done is we've completed strategy seven and we are here. We're about ready to go to the best client part or ... Wait a minute. Get right order. The economic glue. I'm jumping ahead. Strategy eight. Let me just pull that up for you. Here we're going to talk about how to leverage some of this thought leadership and create economic glue in all your relationships. This is strategy eight, leverage economic glue. Join me in the overview. There's some great area. This is a shorter module. But I got to tell you, it's one of the most important ones because once you know how to use this, it will help you create millions and millions of dollars of value by bringing in that steady stream of pre-qualified, pre endorsed clients that you're going to make a huge difference in.

You're going to help them make smart decisions about their money to take care of the people they love, the causes they care about, make a difference. This is why it's such a great business. As we create more value for the right clients, which creates tremendous value for ourselves as well. I will see you in the next video.