

# THE LINKEDIN COURSE FOR FINANCIAL ADVISORS

## Your LinkedIn Marketing Plan

### Where are You Now?

With an average advisor, which I consider to be 55-60 years old with 20 years of experience, I find the following initial success within 30 days of beginning their LinkedIn strategy:

- 500+ LinkedIn Connections
- 10+ profile views per week
- 10 views per publication

With an intermediate LinkedIn user that employs the strategies I teach over 6 months or more, I expect to see a larger network and more activity including:

- 1000+ LinkedIn Connections
- 30+ profile views per week
- 30+ views per publication

With an advisor who has been actively using LinkedIn for more than one year and employing the strategies in this book, I expect to see significant success including:

- 2,000+ LinkedIn Connections
- 75+ profile views per week
- 60+ views per publication

### What are Your Goals on LinkedIn?

**Expand Your Network** by attracting prospects, joining groups where your interests overlap with the interests of those you'd like to meet, and aligning with key influencers.

**Goal: 2,000+ connections**

**Share Content and Engage** to deepen your relationships by giving feedback, communicating regularly, sharing relevant content with individuals, and reading what your connections are posting.

**Goal: Share valuable content 2-4 times per month**

**Stay Top of Mind** by inviting connections to take the next step and sharing information they are likely to find valuable. Through your content, aim to remind people what you do and who you serve so that even those who are not clients can still recommend you.

**Goal: 75+ profile views per week**

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