

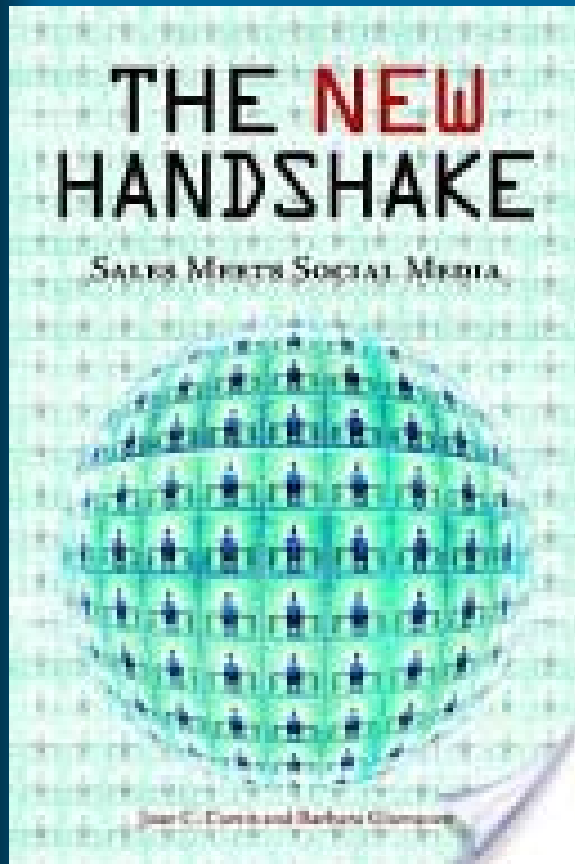
Social Media for Financial Professionals



Linked in

**Get LinkedIn...NOT
Locked Out !!!**

I'm not here as a LinkedIn Guru! I'm here to help you utilize it from a Financial Service Professional's Viewpoint!



If you want comprehensive, dynamic training on LinkedIn – You need to contact:

Barbara Giamanco, Co-Author of “The New Handshake... Sales Meets Social Media,” CEO and renowned speaker/trainer with Talent Builders, Inc. Please schedule Barb for a presentation to your sales team, or as a guest speaker at a sales meeting, or event...404-647-4925.

LinkedIn 101...

- But what about compliance?
- What is it?
- Why should I use it?
- Is it really a business tool?
- What about compliance?
- How do I get started?
- Can I grow my practice using it?
- Okay – but what about compliance?

Statistics...this is NOT Facebook or MySpace!

- LinkedIn started out in the living room of co-founder Reid Hoffman in 2002.
- The site officially launched on May 5, 2003. At the end of the first month in operation, LinkedIn had a total of 4,500 members in the network.
- As of June 30, 2011 (the end of the second quarter), professionals are signing up to join LinkedIn at a rate that is faster than *two new members per second*.
- As of August 4, 2011, LinkedIn operates the world's largest professional network on the Internet with more than 120 million members in over 200 countries and territories.
- There were nearly two billion people searches on LinkedIn in 2010
- More than 2 million companies have LinkedIn Company Pages.

More Stats...

- The company's management team is comprised of seasoned executives from companies like Yahoo!, Google, Microsoft, TiVo, PayPal and Electronic Arts. The CEO of LinkedIn is Jeff Weiner.
- LinkedIn is currently available in nine languages: English, French, German, Italian, Portuguese, Spanish, Russian, Turkish and Romanian.
- As of June 30, 2011 (the end of the second quarter), LinkedIn counts **executives from all 2011 Fortune 500 companies as members**; its corporate hiring solutions are used by 75 of the Fortune 100 companies.
- ***LinkedIn represents a valuable demographic for marketers with an affluent & influential membership.***

What does Forbes have to say about it?

The Forbes.com logo is displayed in white text on a dark blue rectangular background. The word "Forbes" is in a large, bold, serif font, and ".com" is in a smaller, sans-serif font below it. A vertical white line is positioned to the right of the logo.

Forbes
com

“If you aren't using online social networks in one form or another, you are well behind the productivity curve.”

“If you want to stay connected with the people you know and spark professional relationships with those you don't, LinkedIn does the trick.”

*“First, the perks. LinkedIn is a huge time-saver. Forget **Google** (nasdaq: GOOG - news - people); within minutes, LinkedIn can rustle up loads of potential customers, vendors and talented hires in relevant industries and disciplines.*

It's a New World When it Comes to Prospecting, Gaining Referrals, Connecting with Clients and Branding YOUR Practice!

Skill and grit aren't enough. You can't market yourself, your company, products and services in today's world the way you did 5 years ago...or even 2 years ago. In the Internet age, keeping up with the competition demands cultivating contacts at warp speed--and that means working your shtick online.

Thankfully, there are plenty of tools--many of them free--and more are on the way. All help you stay connected to customers, suppliers, partners and advisers.

Fact is, skill and grit only get you so far. "Networking is not even a question of 'Should I?' It's a lifeblood," says Susan RoAne, author of *How to Work a Room*. "As an entrepreneur, if you don't have a network, you will keep reinventing the wheel."

Your practice isn't what YOU say it is – it's what Google/Linkedin/Facebook Says it is!!!

Newsflash!!! 25% of all consumers have already begun the sales/buying process...WITHOUT you!

There was a time when the salesperson was the only expert on his/her subject. They were the resource that buyers depended on to educate them regarding their products or services and provide guidance and advice about purchasing.

Now, the FIRST place a potential client/consumer looks is the internet! They go there to find what products and services are comparable and to check out websites, online bios, read blogs, tweets, and get feedback from users concerning the product, the service, and the company/firm providing those products and services, as well as your competition.

You MUST be found...once found – you must give the prospect a compelling reason to contact you. Make your online presence impressive.

Why Should I Use It?

- Gain credibility as an expert in your field.
- Create business partnerships.
- Create a referral network.
- Source new sales opportunities.
- Pre-sales call research.
- Keep up to date on trends in your industry.
- Set yourself apart from your competitors.

Getting Started

- Check FIRST with your compliance officer/department!
- Go to [Linkedin.com](https://www.linkedin.com)
- Set up your profile...make it 100% complete (use professional headshot, get connected with as many people as you know as quickly as you can, seek recommendations for your work)
- Begin to make connections!

Who Should You Connect With?

Before You Connect:

- Consider people carefully and take a minute or so to ask these questions as you review their profile:
- Do they have a strong network themselves? More than 250 connections?
- How many people have recommended their work?
- How are you connected? Is it through a top influencer in your network that you trust?
- Are they in a complimentary business?
- Is there potential for you to refer business to each other?
- Are they active on LinkedIn? Their profile records activity level in groups, etc.
- Do you trust that they will not “spam” your network?

Relationships Matter...

Interact First – Sell Second

First personalize your message. This is NOT the time to sell! Your strategy should be to either: 1) connection via someone in your network through a personalized introduction they make for you, or 2) do some homework and personalize your message in such a way that it's focused on them and their needs. ***Give them a compelling reason to accept your invitation! Propose ways to help them or provide solutions.***

ALWAYS make the greeting personal – USE THEIR NAME! Find common ground and refer to it (including mutual connections, interests, educational background, etc.)

And remember – unlike “what’s said in Vegas stays in Vegas...” What you post online stays there FOREVER!!!

Now...on to real-time!

Join me on LinkedIn...