Your LinkedIn Experience Section

The Experience Section in your LinkedIn profile just became the most prominent item on the page.

LinkedIn now collapses all content in your profile except for the most recent position listed under experience, which is fully expanded, by default.

Idea Share!

Use keywords throughout your profile. The **Experience** section is the perfect place to use keywords. A bulleted list of them can appear under any one of the following sections: *Areas of Focus, Our Services, Specialties, Our team/group has experience in:*

See page 3 for a comprehensive list of keywords

Your experience section is currently receiving more attention than it did in the past. LinkedIn has made your most-recent position in the experience section to be the only item on the page that is expanded by default – even the summary section is now collapsed until the viewer expands it.

It's now more important than ever for you to take some time to explain your most recent role in a way that captures your viewers, stops them from scrolling, and motivates them to read the details so that they decide to then read more in that summary you crafted if they happened to have skipped by it.

You could argue that the format for your experience section more closely resembles how you would construct your resume. While your summary provided high level information about what you do and who you serve, this section provides details on the results and can even include specific actions you take to achieve those results.

Knowing that the summary isn't completely available without expanding, it wouldn't hurt to once again add some of the detail already in the summary.

Consider including the following:

- ✓ A shorter 1 – 2 sentence version of your mission statement/story.
- ✓ How you work with your clients.
- ✓ Your investment management process.
- ✓ Your wealth management services and strategies.
- ✓ Success stories and any measurable examples of your performance.*

** As always, be sure to follow all of your firm's guidelines regarding content and ensure that all information you include is approved.*

Ultimately, your experience section should include the evidence that supports your headline and your summary – the final details to convince your prospects that you are what you claim to be and you've practiced what you preach.

Why chose you/your team? Share a 1-2 sentence version of your mission statement/story.
Example 1: "We believe in taking a long-term approach as well as establishing deep and meaningful relationships with our clients…"
Example 2: "I began my career with (firm name) in (year). Today, I provide my clients with…"

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How do you work with your clients? Describe unique products/services, or your approach to investing.
Example 1: "We learn by listening. And by learning, we can provide insight at the right time."
Example 2: "I provide assistance with retirement planning or estate planning services…"
Example 3: "I blend my science of investing with the art of keeping client emotions in check."

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Your wealth management process. Describe how you work with clients.
Example 1: "As a wealth management advisor at (firm) I have access to resources that match my clients diverse needs…"
Example 2: "With access to the best money managers in the industry we are able to provide our clients with…"
Example 3: "I collaborate with clients who have investable assets in excess of one million dollars, and assist them with..."

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Add your areas of focus. Include a listing of the services, specialties you offer. Reference page 3 for keywords.
Example: Our Team Has Experience In:

- Wealth Management
- Risk Management
- Retirement Programs and Strategies
- Wealth Transfer
- Trust & Estate Planning Services
- Legacy Management
- Philanthropic Planning
- Long-Term Care
- Concentrated Stock Management
- Women & Divorce

Accolades – Public recognition, publications, media, professional highlights, accolades:
Example: "In 2016, Barron's recognized me as one of America's Top 1,200 Financial Advisors."

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Call to Action – Be sure to include your email address, phone number and office address. Make it easy for people to get in touch with you, it also helps Google search results!

Financial Advisor Keywords

	401(k) Plans
	401K
	Access to Family Office Services
	Alternative Investment Strategies
	Alternative Investments
	Analysis
	Annuities
	Asset Allocation
	Asset Management
	Banking & Lending
	Business Transitions
	Capital Markets
	Cash Management Services
	Charitable Giving
	College Planning
	Commodities
	Concentrated Stock Management
	Concentrated Stock Positions
	DOL/Compliance/Fraud
	Economy
	Education/529
	Estate Planning
	Estate Planning & Trust Services
	ETFs
	Financial Advisor
	Financial Advisory
	Financial Analysis
	Financial Planner
	Financial Planners
	Financial Planning
	Fixed Annuities
	Fixed Income
	Home Financing & Customized Lending
	Insurance
	Insurance Strategies
	International
	Investment Advice & Guidance
	Investment Banking

	Investment Planning
	Investment Strategies
	Investments
	Legacy Management
	Liquidity Management
	Long Term Care
	Long Term Care Insurance
	Mutual Funds
	Philanthropic Planning
	Philanthropic Strategies
	Philanthropy & Tax Minimization Strategies
	Practice Management
	Private Equity
	Real Estate/REITs
	Residential Real Estate Lending
	Retirement
	Retirement Income
	Retirement Income Strategies
	Retirement Planning
	Risk Management
	Risk Management Strategies
	Securities
	Smart Beta
	Social Security
	Tax Efficient Strategies
	Tax Minimization
	Tax Planning
	Trust & Estate Planning Services
	Trust & Estate Strategies
	U.S. Equity
	Variable Annuities
	Wealth Management
	Wealth Management Advisor
	Wealth Manager
	Wealth Preservation
	Wealth Transfer
	Women & Planning
	Women & Divorce