



FIVE LINKEDIN TIPS YOU COULD UTILIZE TODAY!

Not sure how to harness the power of social media?

Here are some simple LinkedIn¹ tips to help you start growing your life insurance business.

1

IMPROVE YOUR LINKEDIN PROFILE

Your LinkedIn profile is a common place people go to find out more information about who you are, what you do, and how you can help them. Consider updating your background and profile pictures to be more relevant with prospects. Your headline and summary can also be great places to tell your story.



2

TURN COLD CALLS INTO WARM LEADS

Monitoring your connections' LinkedIn updates for major events (e.g. changing jobs, getting married, or having a baby) can give you good reasons to reach out and discuss options for these important moments. You can also gain insights by knowing who your connections are connecting with, what they are working on, or things they like, and use this information when making the call.



3

CONNECT WITH YOUR CLIENTS

Connecting with your clients on LinkedIn can have many benefits. It can help provide social proof of your existence and create an omnipresence that is hard to replicate elsewhere. Consider talking to clients before sending a connection request. The chances of them accepting it could be higher if they are expecting it.

4

GENERATE QUALIFIED LEAD LISTS

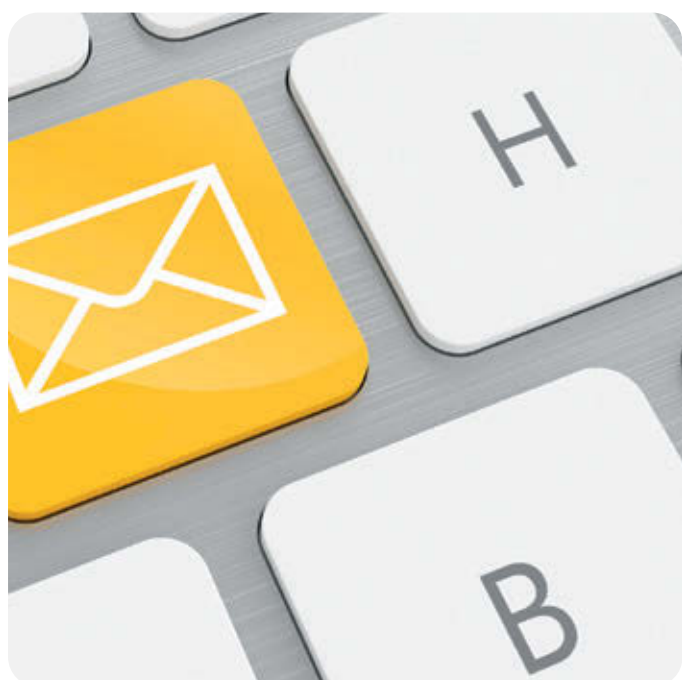
LinkedIn can be a rich trove of professional data that is updated daily by its community. Use LinkedIn's Advanced Search to help find prospects who meet your specific criteria. For example, you can filter location by zip code and proximity or search for specific titles, business function, and industry. Plus, you can see mutual connections in your search results.



5

AUTOMATE WEEKLY LEAD LIST DELIVERY

Would you like a new lead list delivered to your inbox every week? With LinkedIn, you can make this happen using saved searches and alerts.



Want to know more?

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