

# Marketing Tips

## FOR FINANCIAL ADVISORS



### Make an email statement.

Maintaining a polished image is critical for a financial services professional. Ideally, your email address should come from your firm or, if you're an independent advisor, the company hosting your website. Which of these would you take more seriously: LadiesLoveJohn@gmail.com or John@tampafinancial.com?



### Involve yourself in the community.

Do you belong to your local Chamber of Commerce, Kiwanis Club or Rotary Club? How about a group of civic-minded young professionals? These are ideal places to interact with other business leaders while you engage in public service projects and charitable activities.



### Manage your online presence.

Prospects and clients are likely to search the internet at some point to learn more about you. Be sure they don't find anything controversial when they do, by not engaging in religious or political debates on social media and online chat rooms. Once you hit "send", anything you say is out there forever.



### Develop a referral network.

Each day as you go about your business, you encounter all sorts of people. These include certified public accountants, attorneys and real estate agents. Like you, they have knowledge to share and services to offer.



If you refer your financial services clients to these professionals, they will do the same for you.

### Become a noted expert.

Speaking of the internet, your LinkedIn profile is your digital calling card. Always keep it businesslike. Get a professional head shot for your profile image – no selfies or cropped photos. A great way to establish yourself as a thought leader is to share industry news online and write articles for advisor publications.



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