

SPEND 5 MINUTES A DAY GROWING YOUR BUSINESS

with

LinkedIn

How to Write Captions on LinkedIn

1. Always start with a 1 sentence hook.

Examples:

- a. I lost my phone before a meeting yesterday.
- b. I needed a selfie stick for this one.
- c. I remember a time when I felt like [giving up/quitting my job/etc]

2. Use short paragraphs (maximum 3 lines) and always have a line break between each paragraph.

3. Make sure you have a story in mind. You can share a life lesson, give props to advisors, or recount an anecdote.

4. End with a CTA (call to action)

Examples:

- a. Let me know in the comments what you think.
- b. If you think you could use some help with [marketing, client events], send me a message. I'm happy to chat anytime.
- c. Does this resonate with you? Schedule a meeting on my Calendly with me. We can chat in detail over a call.

CAPTION EXAMPLES

HERE ARE SOME EXAMPLE CAPTIONS WE CREATED FOR YOU.
FEEL FREE TO EDIT THEM AND MAKE THEM YOUR OWN.

1. Getting Personal

Using LinkedIn is easy.

But using LinkedIn successfully is hard. I recently decided to up my LinkedIn game. And I found out there's a lot more to it than I expected.

I can't just share an article and expect you to care. You can get that same article from CNN or Facebook.

So instead of recycling content, I want to share more about my experience in the industry so that you're getting original content from me.

So what would you like to see?

- My thoughts on budgeting for retirement
- How to grow your emergency fund
- Long term care tips

Or something else? Let me know in the comments.

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2. Share An Industry Tip

This is not a recycled tip.

This is a tried-and-true practice for saving for retirement.

Ready for a tip that's so powerful, you could see results as soon as [time]?

[Share your most effective retirement planning tip].

Ready to try this out yourself?

If you are, let's do this.

Schedule a call with me here: [link to calendar].

3. Why You're Different

I know I'm not the only financial advisor out there trying to get your attention.

If I were you, I'd be doing my homework too.

So to make things easier, here are the 'cliff notes' on me:

1 [share about your background, education, etc]

2 [share why you're different than your competitors]

3 [share stats on your clients, time in industry, etc]

Oh, and one more thing? [share 1 interesting fact about yourself].

One that note, if you ever want to talk, send me a message. I'll get back to you right away.

4. Your Signature Offer

Admittedly, I could be better.

Better at sharing all the ways I could help you go from [where your client usually starts] to [end result].

So let's start from the top.

Hi, I'm [name].

And I help [describe your typical customer base] achieve [end goal].

I do all this through [your unique value ad].

As a client of mine, you can expect to feel/get [benefit 1, 2 and 3].

How? All through [features 1, 2, 3].

If this is making you think, "Count me in!" then the fastest way to get started is by [clicking link to calendar, calling, etc].

Or, if it's easiest, send me a message here.

