



# Take your PROFILE seriously; it is a reflection of your personal brand.



How many people need your advisory services but don't seek you out because they feel odd or uncomfortable about having an advisor? When after an initial consult with you, is the main reason they don't sign up is that they

I can relate to their predicament. I lived with financial insecurity for a large part of my young life. As a teenager, I recall my father not paying the gas bill and having to boil water on the stove to take a bath. All the fear and worry and anxiety around money lasted until about 1994 when, as a single mom, I realized I needed to learn about the world of money. I joined an investment advisory firm as a graphic designer.

And then I learned how common my relationship with money was

Financial advisors are like therapists. You know this instinctively, dealing with so many of your clients' personal struggles. So many of the financial advisors I talk to have helped clients through major life events like planning for life after work, sending their youngest off to college, or sadly, saying a final goodbye to a parent.

These are highly emotional events that rely heavily on trust. Yet many advisors limit themselves only to logical and rational thinking in relation to promoting their brand to clients and prospects. After all, investing is supposed to be dispassionate and unemotional right?

I'm Sheri Fitts and I help financial professionals find and convert more clients by learning to more freely share I'm Sheri Fitts and I help financial professionals find and convert more clients by learning to finde their emotional selves in their marketing and branding through my methodology called digitalEQ.

Trust is our shared currency in financial services. It happens when you allow yourself to be vulnerable to the expectation that your client will be willing to allow you to deliver on your brand promise without the ability to expectation that your client will be willing to allow you to deliver on your brand promise without the ability to expectation that your clients feel exposed and monitor or control your actions. This is the essence of being human. Your first-time clients feel more vulnerable, by deeply sharing your story via your brand and marketing, you help your clients feel more comfortable.

Organizations and individuals hire me to speak, consult and co-create. I help them find ways to stand out sea of sameness. (I preach about the benefits of a thought-leadership strategy.) I challenge the status questions from the status of t

My mission? To amplify the heart of financial services. What you do transforms people's lives. Let me nsform your marketing and sales.

Head on over to sherifitts.com to learn a bit more

It's great to meet you

### Featured Sheri Fitts - Press Kit -All business is personal. And All Dusiness is personal. And digital is about people, not technology. Sheri Fitts, a financial services marketing, sales and brand guru, will radically transform the way yo... 2022.pdf Sheri's in-person and virtual presentations and workshops are designed to help teams avoid marketing traps and time sinks and apply a fresh present to defining value for Keynote: Your Brand. Your Business. Your Bottom Line. approach to defining value for...

#### Experience

Founder | CEO | Entreprenuer SHERI FITTS & CO. · Full-time

Dec 2012 - Present · 9 yrs 4 mos

In the current disruptive sea change that's happening across the financial services industry, every interaction with clients and prospects is taking on new urgency, whether conducted in person or virtually. I am a financial services marketing, sales and brand solutions expert who's challenging the way that financial services and fintech firms think about how they sell. As expert who's challenging the way that financial services and fintech firms think about how they sell. As Digitally recognized speaker, success coach, social media strategy author (Deconstructing Digital), and pioneering developer of digital emotional intelligence (digitalEQTM), I've helped financial services and fintech firms build brands, deepen client relationships, and drive sales and revenue growth In the current disruptive sea change that's happening across the financial services Digital), and pioneering developer of digital emotional intelligence (digital: 4.7), Eve neiped financial services and fintech firms build brands, deepen client relationships, and drive sales and revenue growth.

From Utah to the UK, I have shared my expertise as an enterprise-level marketer and small busin From Utah to the UK, I have shared my expertise as an enterprise-level marketer and small business owner with enthusiastic and engaged audiences. I am passionate about exploring new ways to help industry leaders broaden their sales reach and marketing effectiveness. Going beyond talking-head their sales reach and their sales are all their sales and their sales and their sales are all their s industry leaders proaden their sales reach and marketing effectiveness. Going beyond talking-nead delivery, I consult with industry leaders and their teams on how to radically shift their approaches to attracting best-fit clients and drive sales and retention goals



Sheri Speaker Profile 1.pdf

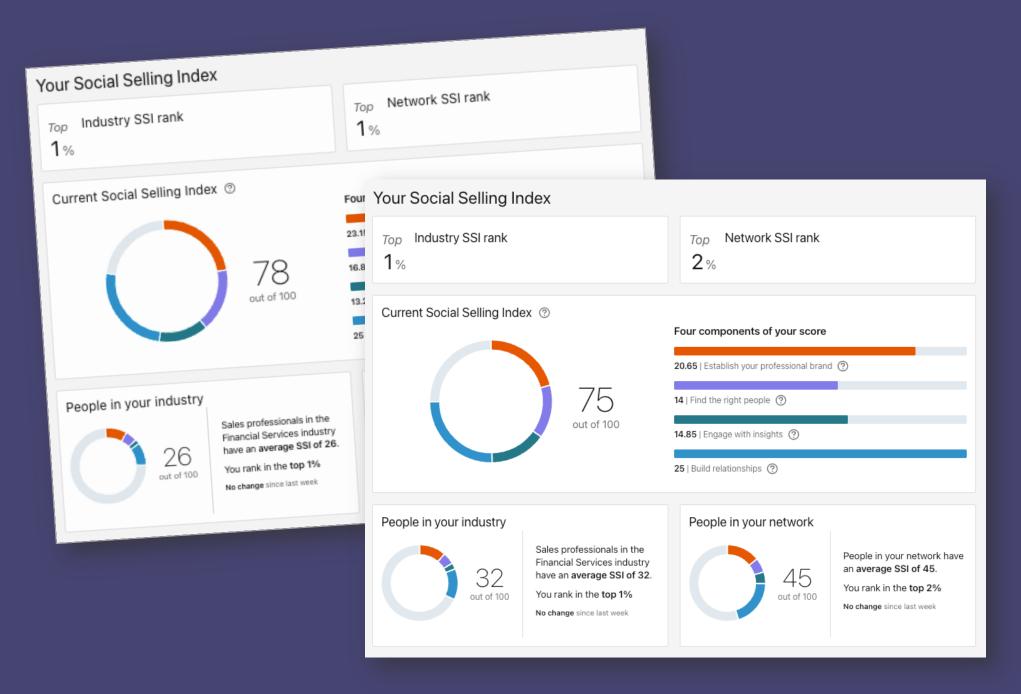
# COMPLETE PROFILE CHECKLIST

- 1. Professional Headshot
- 2. Unique Subhead/Title
- 3. Complete About section
- 4. Custom Masthead/Banner
- 5. Professional URL
- 6. Updated Featured section
- 7. Relevant and meaningful Experience





Your Social Selling Index (SSI) matters. It is LinkedIn's way of measuring activity. A score of 70 or more can have an average increase in reach by 25%.



Approximately 20 points of your SSI is associated with your profile.





Content, content.\*
Variety is ALWAYS good.

BEST	INCREASE IN REACH
Document posts	2.2 to 3.4x
Polls	2.1 to 2.9x
Carousel Post	1.8 to 2.3x
Text + Multiple In	nages 1.2 to 1.6x

WORST	LESS REACH
Video post	0.5 to 0.8x
Post with external link	0.4 to 0.5x

Ideal post? 1,200 to 1,600 characters.

\*Compared to the most common post, a Post with an Image.





YOUR ACTIVITY makes a difference! Reach out and touch someone.

**Liking is lazy.** It doesn't "support" the visibility of the post. It isn't enough to improve your profile's visibility.

Commenting is 4 x more powerful than a "like" (to the author). Comments over 12 words helps their post gain visibility and traction.

By leaving meaningful comments, you gain the attention of the author, the author's network and your network

Strategically touch someone else's profile to increase the chances of your posts being seen by them. Follow, endorse, send a direct message.





Stick around after you post and engage with other content. It will increase your reach by more than 20%.

Commenting on another person's post increases the chance — **by 70%** — that they will see your next post.

Want to be certain you'll see ALL of someone's posts? Follow them and then ring their bell!





### **PUBLISH ONCE A DAY.**

- Publishing an additional post within 18 hours will decrease the growth of both posts by 15%.
- Publishing an additional two posts within that time frame? Down goes the reach by 30%.

## **BEST TIME TO POST**

Mondays & Saturday: 10 a.m.

Tuesday through Thursday: 8:00 a.m.

Fridays & Sundays: 1:00 p.m.

(In your desired audience's time zone.)





90 minutes and other things to know about the care and feeding of your posts.

Reach in the first 8 hours of your post is determined by the engagement in the first 90 minutes after you publish.

Growth over a period of days is based on engagement between the initial 90 minutes and 8 hours.

Continue to reply on other people's comments for the first 12 hours. It inspires others to jump in and participate! No one wants to be the first. (Or, the only one.)





Stay off the naughty list! Just say NO to broetry and other attempts at hacking visibility.

- Don't edit your post in the first 10
  minutes. Reach decreases by up to 40%.
- Don't be the first one to comment on your post. It will reduce reach by 20%.
- No more than 10 hashtags; 3 to 5 hashtags are best.
- Tagging is a double-edged sword. If tagged folks don't engage, it slows growth: For every one person that doesn't respond, it negates 3 people who did.
- No more than 15 people tagged; LinkedIn with severely limit your reach.
- Broetry doesn't work. Extra paragraph returns signal the algorithm and limit your reach. Besides, it is bothersome!







The source for the algorithm information and specific reach data is Richard Van Der Blom and his team at Just Connecting.

With over 1,200 hours of research, they have published the massive, 57-page: **4th Annual Algorithm Report,** available on Richard's profile for free.

He has graciously encouraged folks to share what we have learned with our communities and network. He simply asks that he is sourced appropriately.

Richard is a thought leadership at the highest realm. He is knowledgeable, prolific, curious and generous. Follow Richard, ring the bell! You'll be glad you did.

https://www.linkedin.com/in/richardvanderblom/



LinkedIn isn't the end all, be all. It is a part of your overall thought leadership strategy.

As you plan for 2023, and consider the challenges you might face winning new business, drawing upon thought leadership to showcase your value is a smart strategy.

If I can help you think through how to begin, let's chat! I'm here to help. Head to www.sherifitts.com/go and book a call.



