



The Social Media Handbook for Financial Advisors: How to Use LinkedIn, Facebook, and Twitter to Build and Grow Your Business

Matthew Halloran, Crystal Thies

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Expert advice for financial advisors looking to make the most of social media platforms

Social media is everywhere. 3.5 billion pieces of content are shared on Facebook each week, 22 million professionals are networking on LinkedIn, and 140 million tweets are posted every day. The opportunities these platforms present for financial advisors are huge, but most advisors have no idea how to use them to build bigger, stronger client bases. *The Social Media Handbook for Financial Advisors: How to Use Facebook, Twitter, and LinkedIn to Build and Grow Your Business* shows how to make the most of these new tools, offering invaluable advice about how to connect with potential clients in the twenty first century.

For most advisors, converting prospects into clients is their top priority, and social media presents incredible opportunities for sealing the deal. Sales don't happen because clients are impressed by complicated charts, they happen because they're impressed by your social media presence, and by properly understanding how to make these new platforms work for you, you'll be positioned to see your business boom.

- Designed to teach financial advisors how to use social media to better market their services to attract new clients and referrals
- Presents expert communication advice from top financial advisor coach Matthew Halloran
- Categorizes communicators in a unique new way
- Teaches financial advisors how to use social media in new, highly effective ways that they've never even considered

An essential resource for wealth managers and financial advisors looking to amplify their marketing message and raise their visibility in a crowded marketplace, *The Social Media Handbook for Financial Advisors* is the only book you need to make yourself heard.

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Theresa Walker:

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