Power Up Your LinkedIn Profile

(1) [Header image area]

(2) [Headshot]

(3) Adam Hartzell · 1st

(4) LPL Financial Advisor located at Diamond Credit Union - I help my clients work to put all pieces of their financial puzzle together by using my customized process that I have developed during my

(5) career.

Reading, Pennsylvania, United States · Contact info

175 connections

5 mutual connections: Cindy Nagel, CFP®, MJ Mulligan, and 3 others

[Message] [More]

(6) 🔒 linkedin.com/in/adamhartzellfinancialadvisor/

<> Diamond Credit Union

Elizabethtown College

View Adam's live profile on LinkedIn

(7) ## About

I am an LPL Financial Advisor with Diamond Financial Planning, a division of Diamond Credit Union, where I have been a valued teammate since 2010. I work closely with many members of the credit union and am passionate about getting to truly know each one of my clients. I believe this to be the foundation of providing a personalized goal-based strategy to pursue one's life goals. I provide each of my clients sound and timely financial guidance for a wide variety of life goals, mainly financial and retirement planning, extended care planning, and wealth transfer. To help you work toward your life goals, I hold my series 7 and 66 through LPL Financial, and Life and Health Insurance License.

(8) ## Skills ＋ ✎

Investment Strategies

Retirement Planning

Financial Advisory

(9) ## Experience ✕

Industry*

Financial Services

LinkedIn uses industry information to provide more relevant recommendations
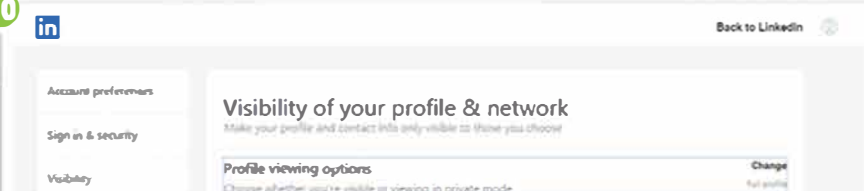
Learn more about **industry options**

Description

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Click here to see complete and applicable disclosures

(10) in [LinkedIn settings] Back to LinkedIn

Account preferences

Sign in & security

Visibility

Visibility of your profile & network
Make your profile and contact info only visible to those you choose

Profile viewing options   Change
Choose whether you're visible or viewing in private mode

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1. Utilize a **header image** that emphasizes your brand, the region, a personal interest, or the building where your office is located. Incorporate your logo and your slogan.

2. Use a professionally taken **headshot**

3. Your **professional name**, title and designations

4. Write a niche - oriented **headline** using key industry terms (refer to skills section below)

5. Add a **License or Certification** to potentially receive 10% more followers.

6. Create a **Personalized** URL

7. **About Section**
   - Provide a more in-depth description of who you are and what you do
   - Include the skills, accomplishments, and specialties that make you unique.
   - Show results – give specific examples of how you've helped clients
   - Add a personal element – explain why you are passionate about your career
   - Call to action – end your summary by inviting people to connect with you
   - Required Disclosure: LinkedIn profile disclosure info (under About section)

8. **Skills Section** -
   - Use **keywords** and **search** terms likely to appear in search results in your headline and About section
   - Find keywords that LinkedIn uses to help those searching for your service/skillset.
   - Use those keywords found in their search drop-down in your headline.
   - Make sure your top 3 skills that you want to be known for are checked so it signals to LinkedIn your core areas of expertise and raises your status to "All Star".

9. **Experience Section**
   Write a brief description of your current role then add the required disclosures to the Experience section of your profile. (2000 character limit)

10. **Privacy Settings**
    Don't give away free advertising to other advisors! Consider these 3 settings:
    - Who can see you as a connection (Visibilty section)
    - Profile viewing options (Visibilty section)
    - People also viewed (Preferences section)