Subject: Premier Insider January 2026

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Premier Insider

LinkedIn for Advisors Who Don't Use LinkedIn (Yet)

If LinkedIn isn't part of your daily routine, you're not behind, you're just realistic. Many advisors created a profile years ago, connected with a few colleagues, and then focused their time on marketing channels that felt more natural or more immediate.

As we head into 2026, LinkedIn isn't about chasing leads or posting nonstop. It's about credibility. It has become a quick, trusted place for prospects, referral partners, and centers of influence to see who you are, how you think, and whether you feel like a professional they'd want to work with, often before they ever visit your website.

Start with the Easiest Win: Your Profile
Before worrying about content, make sure your profile does its job when you're not actively on LinkedIn.

A few simple updates can make a noticeable difference:

- Refresh your headline so it clearly explains who you help and what you focus on
- Add a short About section written in plain, conversational language
- Use a current photo that looks like you today, not a cropped group shot or an outdated headshot

In 2026, LinkedIn often acts as a credibility checkpoint after a referral. Your profile should quietly answer, "Is this someone I trust?" without feeling like a pitch.

Engagement Still Matters Even with Auto-Posting
Many advisors now use services that help with automated or scheduled posts, and that can be a great way to maintain consistency. But automation alone doesn't build trust.

Even if content is being posted for you, it's important to stay active on the platform by:

- Liking and commenting on posts from colleagues and centers of influence
- Sharing posts that align with your perspective or values
- Adding brief, thoughtful comments when conversations are relevant

LinkedIn rewards real interaction, and people notice it too. A few minutes of engagement each week shows that you're present and paying attention, not just broadcasting content. Auto-posting sets the baseline; engagement is what makes your presence feel authentic.

You Don’t Need to Post Often
If you want to add your own voice, start small.

One personal post a month is more than enough. Effective posts often include:

- A lesson you’ve noticed from recent client conversations
- A common financial misconception you help people navigate
- A short reflection on long-term thinking, patience, or decision-making

The goal isn’t reach or engagement metrics. It’s giving someone a quick sense of how you approach your work and communicate with clients.

Think “Digital First Impression,” Not Lead Generation
LinkedIn works best as a trust-builder, not a lead machine.

People use it to:

- Confirm referrals
- Get context before an introductory call
- See how active, thoughtful, and current you are

When someone lands on your profile, they’re not looking for brilliance. They’re looking for reassurance and clarity.

How Premier Network Is Using LinkedIn
At Premier Network, we’re approaching LinkedIn with this same mindset. We see it as a mini stop before the website. A place where advisors can quickly understand who we are, what we’re focused on, and how we show up.

By sharing insight, highlighting conversations across our advisor network, and staying engaged on the platform, we’re building familiarity and trust over time. The goal isn’t volume or visibility for its own sake. It’s making the next step feel natural.

This approach works just as well for individual advisors. Even with automated content in place, staying engaged reinforces credibility and keeps your presence human.

The 2026 Takeaway
You don’t need to love LinkedIn or spend hours on it.

A clear profile, light engagement, and occasional personal insight create familiarity and trust. In 2026, that’s exactly what LinkedIn does best.

TEAM NEWS

Jim Williams, Mark Steinhart and Chris Ruth attended a First Trust Investment Symposium at the Lancaster Country Club.

Premier is GROWING! Here's the whole team at our annual Christmas dinner held at the Harrisburg Country Club.

Webinars:

January 20, 10:00 ET
Topic: State of Premier with Sebastian and Traci
REGISTER HERE

January 27th, 10:00 ET
Topic: TBD
REGISTER HERE

January Birthdays

Adam Rosenfeld
Alexander Salem
Andrew Nollman
Gerry Rose
Janis Hofsass
Ryan McGinn

Industry Information

Sharpen Your Competive Edge

401(k) Technology Built for Plan Advisors

A Silent Productivity Killer Inside Every Advisory Practice

Friendly Reminders

Knowledge Center University (KCU), will be enhanced with a new look, feel, and navigation experience on January 1. Historical info will disappear on January 31. Read **here** to get the details.

Cambridge has partnered with FireLight to streamline annuity submissions and to work seamlessly with CLIC. Read more **here** and begin utilizing this powerful tool to make annuity submissions easier.

AI-generated voice deepfakes to impersonate clients are increasing at an alarming rate. Read **here** for details and best practices to help you strengthen identity verification and keep client information secure.

In this **one-minute video** you can see how Cambridge's new AI-powered chat assistant, Indy, can deliver answers in seconds. Take some time

It wouldn't be a party without the OGs. Here we have Premier past and present along with spouses.

to use it and introduce your staff to its capabilities.

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