LinkedIn Quick Start

It's as easy as **1, 2, 3!**

Looking for a quick reference guide for LinkedIn? Midland National's got you covered. Follow these three simple steps to start using LinkedIn!

1. **Complete your profile.** Before anyone connects with you, they will view your profile. What does yours say about you? Fill in these top three sections to help communicate the right message:
   a. **Picture:** The picture is one of the first things people view on your profile. Be sure your photo is consistent with the message your profile communicates to your audience. Keep it professional, but approachable.
   b. **Headline:** Just like a newspaper headline, this is one of the first things scanned by LinkedIn users. Use this space to communicate your main objective with your audience. Who do you help, and how?
   c. **Summary:** Here, you can expand a little on your headline, add a personal touch, and include any required disclosures based on the types of licenses you have.

Note: *You must submit the content you intend to use for your headline and summary to Ad Review prior to use.*

Summarize Your Role

Summarize your company's strength or differentiator.

Share something interesting about yourself. Remember: people want to connect with real people. This helps make you approachable.

Summary

I'm an independent financial professional. My focus is on helping people make sense of their current financial situation and help clear the fog that often blurs their vision of retirement.

With Independent Company, I have the opportunity to partner with my clients to develop a financial plan that marries common-sense strategy and strong financial products.

I love to travel internationally, and go back to Galway, Ireland every year to visit family and friends. To me, there is no place more steeped in connection- to its land, its roots, and its history - than Ireland ... except maybe LinkedIn!

www.finra.org
www.sipc.org

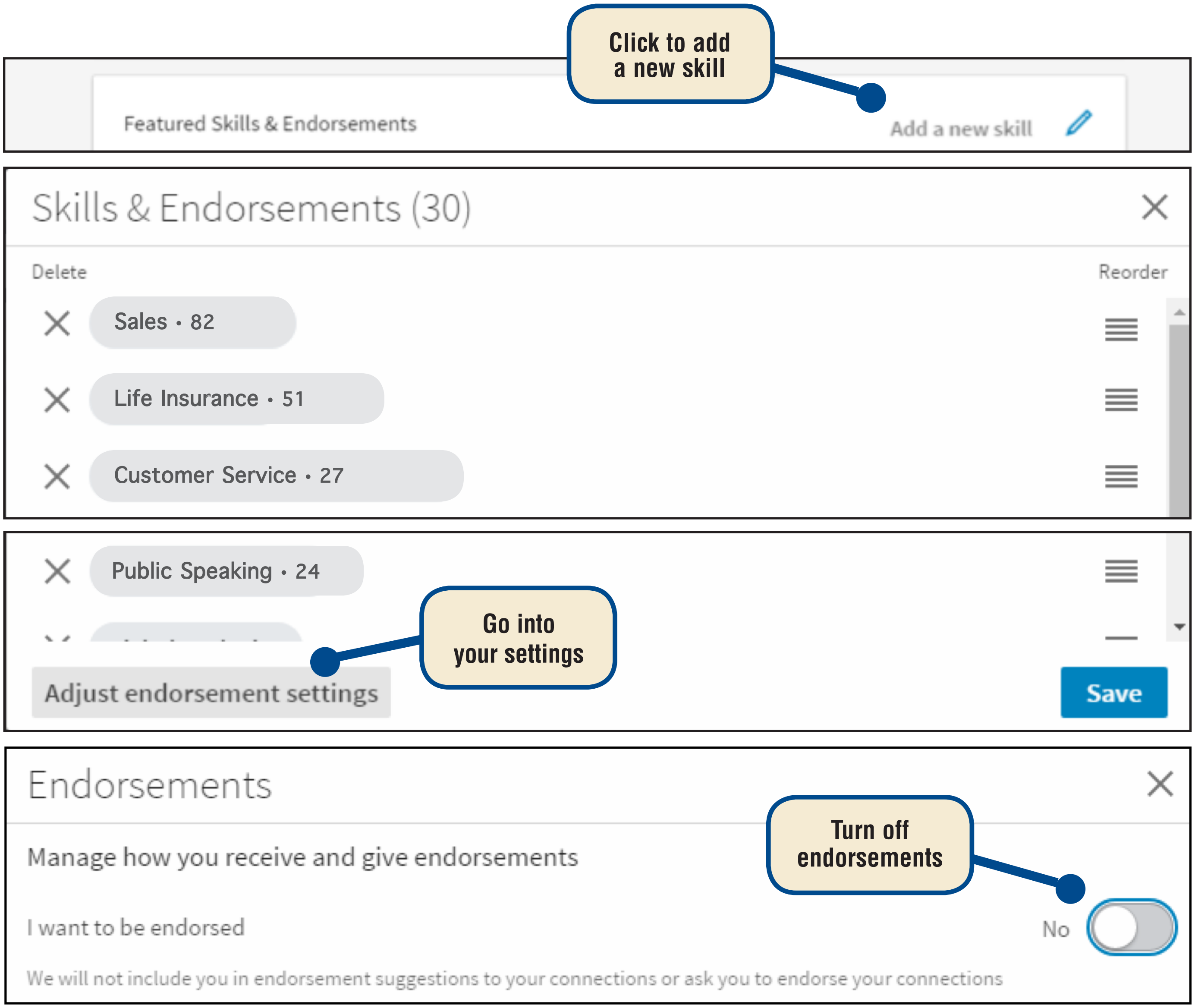
Licensed insurance agent in XXX(License Number), XXX(License Number), XXX(License Number)

Follow Advertising Guidelines with regard to listing state licenses, and other Broker/Dealer disclosures.

If you are a Registered Representative, include the disclosure of your Broker/Dealer, along with FINRA and SIPC links.

MIDLAND NATIONAL® Life Insurance Company | Life

Tip! Registered Representatives should opt out of endorsements on LinkedIn in the "Skills & Endorsements" notifications section of the profile. Your skills will still appear on your profile, and you may continue to receive notifications if someone endorses you for a skill. The endorsements will not, however, display publicly on your profile.



2. **Join industry groups.** Find relevant articles to share with your network. Engage with your peers by liking or commenting on current discussions. Or, start your own discussions or polls! Groups are a great place to start interacting with people and the content they share. If you're looking for more content to share, spend 15 minutes once or twice a week reading relevant articles and share them. You can share anything that doesn't directly promote you, your services, or products.

3. **Follow industry resources.** If you're looking for content to share with your network, follow industry resources like LIMRA, LinkedIn, and FINRA. Browse the "Influencer" section of LinkedIn to find thought leaders from various industries. If you're looking for even more content, create a Twitter account and follow newsfeeds from popular industry publications, leaders, companies, and associations.

MIDLAND NATIONAL® Life Insurance Company | *Life*

Before pursuing social media, please check with your Broker/Dealer for their guidelines.

Variable products are distributed by Sammons Financial Network® LLC, member FINRA. Midland National® Life Insurance Company and Sammons Financial Network® LLC, member FINRA, are affiliated companies.

www.MidlandNational.com

FOR AGENT USE ONLY. NOT TO BE USED FOR CONSUMER SOLICITATION PURPOSES.