



By **Cam Marston**

## Optimizing Your (Online) First Impression

If you're interested in attracting HENRYs — and you should be — pay the same amount of attention to your online presence as you do your in-person appearance



*To attract younger clients, pay the same amount of attention to your online presence as you do your physical appearance.*

We control nearly every part of the first impression we make on others. Aside from height and age — which can be guessed within a broad range regardless of the amount of surgery and Botox — we control what remains. Professionals in the people business obviously want their first impressions to be positive. We spend time grooming ourselves and wearing clothes that fit correctly. Those who take first impressions very seriously study handshakes and ways to orient their body to everyone they meet so that they deliver a welcoming and friendly demeanor.

As the workplace becomes more casual and the next generation of client seeks more casual relationships and

less formality, how have first impressions changed? Are advisors keeping up with the importance of first impressions to the next generation? And if advisors need to be aware of these changes, what should they do so that their first impressions remain strong?

First, you need to come across as someone who would be interesting to know. That means the photo you pick of yourself must show a smiling, happy person. Not something clownish, but someone interesting looking who is at ease and displays interpersonal curiosity. Also, make your photo large enough that people can see you well, not a postage stamp sized image. Bring headshots that do this well with you to your next photo shoot to show the photographer.

Next, your bio should include your professional accomplishments as well as some interesting personal tidbits. Do you travel to non-typical destinations? Do you collect things (collectors are always interesting)? Do you compete in anything? Do you have a hobby that others find unique? This has been done for a long time, but it has become increasingly important as advisors try to connect with the next generation of client.