

Writing Your LinkedIn Profile Summary

Answer these four questions. Combine your answers on your LinkedIn Profile Summary. Remember to use at least two of your keywords.

1. Begin with an action plan statement that describes who you are, not just student at University of X for example.

"I'm an entry level marketing professional specializing in digital media."

2. Add a one-sentence statement about how you can help your industry or career-area solve a problem.

"When old marketing tactics stop working, I provide fresh ideas and a modern perspective that appeal to a younger audience."

3. Give a statement about what makes you the best at what you do. Try naming an accomplishment if you get stuck. What role did you play in that success?

"As the author of Job Searching with Social Media for Dummies, I've helped thousands of job seekers demystify social media, make great connections, and get hired."

4. What are you looking for exactly? Be specific.

"If you're looking for a person to fill a challenging position in international marketing, advertising, or business development, please feel free to contact me."
