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 a job title.

"I’m a social media strategist specializing in helping job seekers find the jobs of their dreams."

____________________________________________________________________________________
____________________________________________________________________________________

2. Add a one-sentence statement about what it is you do in the context of a problem you solve.

“When résumés and job boards stop working, I provide strategies for relationship building.”

____________________________________________________________________________________
____________________________________________________________________________________


“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 run a career resource center or business and would like to provide expert, no-nonsense training to your clients, please give me a call.”

____________________________________________________________________________________
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Step Two: Polishing Your Online Presence

Now take what you wrote in the previous four steps and put them all together in a way that is easy to read and flows well:

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