



# ***HOW TO WRITE***

# **A POWERFUL LINKEDIN SUMMARY**

(with three templates guaranteed to get you noticed)

## THE SECRET TO CREATING A LINKEDIN PROFILE ***THAT SHOWS UP IN SEARCH RESULTS?***

Crafting a killer Summary Summary section.

With 347 million users and two new members joining every second, it's easy to see why LinkedIn is fast becoming *the* platform for professional networking.

But without a personalised, keyword-rich Summary introduction, you risk fading into obscurity. Because of this, writing a gem of a LinkedIn Summary is becoming an art in it's own right.

To assist you with this, we've devised a few templates that will guide you in the right direction, and win you the attention you deserve.

These templates are certainly not set in stone: pick one that resonates with you and **make it your own**.

“

The summary section requires brevity and critical thinking. You must **boil down your essence** to a tight few lines people will remember – *Danny Rubin*”

## TEMPLATE 1: THE CREATIVE STORYTELLER

Your LinkedIn summary is essentially about crafting a story that positions your personal brand in the best light possible. Employing an engaging narrative is of utmost importance. This template provides some insight into how you can use narrative to keep people reading.

### AUDIENCE AND TONE:

Aimed at the more creative reader. The tone is conversational, friendly, inviting, and informal.

### OPENING PARAGRAPH:

Start off strong with an anecdote, analogy or personal perspective to show the reader an authentic part of yourself.



**USE FIRST PERSON. THIS IS NOT A RESUMÉ.**

I am *an old soul with a young heart.* I remember *singing in front of lounge-packed audiences when I was 8, and bringing smiles to tired faces.*



**KEEP PARAGRAPHS SHORT, PREFERABLY 2-4 LINES.**

### SECOND PARAGRAPH:

Flash-forward to the present. Explain what you're doing now and how your story fits in with your professional life. Talk about your achievements and your highlights.

Today, I still sing in front of lounge-packed audiences, but these lounges have grown quite considerably. Some of my proudest moments are singing in the Grande Green Arena, the Alpha Theatre, and Le Ciel. Some housed over 80 000 people. My debut album, *Requiem* went gold in its first week.

### THIRD PARAGRAPH:

Talk more about what your work means to you: why you're passionate about it; why it makes you get up in the morning.

With my passion for *singing beautiful songs*, I have raised a family, started a company, brought people to tears and made them smile at the same time.

## 3 TEMPLATES TO HELP YOU

### WRITE YOUR LINKEDIN SUMMARY

#### FOURTH PARAGRAPH:

Elaborate on who you are when you're not at work. Give the reader something genuine, so that your summary feels human and inspiring.



USE KEYWORDS THAT RELATE TO YOUR PROFESSION.

Along with a career in singing, I now aim to help others reach their potential, working as a singing coach/life counsellor at The Singing Cage. I hope to one day be remembered not for my voice, but the voice I gave others.

#### CLOSING PARAGRAPH/CALL TO ACTION:

If you would like to contact me and have a chat (or a sing), please send me a message at xyz@gmail.com



A CALL TO ACTION TELLS YOUR READER WHAT THEIR NEXT STEP SHOULD BE.

## TEMPLATE 2: BUSINESS WITH BULLETS

This summary template tries to do two things - highlight your work experience and achievements, while still bringing your unique personality into the foreground.

#### AUDIENCE AND TONE:

Aimed at a more professional audience who are looking for talent, and tired of dull summaries. The tone is formal and professional, but still fun.

#### OPENING PARAGRAPH:

Grab the reader's attention by cutting right to the chase, describing not only the work you do, but the level and skill you do it at.



AVOID OVERUSED BUZZWORDS SUCH AS EXPERT, CREATIVE, ANALYTIC, STRATEGIC, AND INNOVATIVE.

I am a seasoned digital executive, leader and strategist. I'm an expert in business communications, operational management, UX/UI product design, editorial direction, and product and process design.

KEEP JARGON TO A MINIMUM.



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#### SECOND PARAGRAPH:

Bolster your first paragraph by adding some background as to where you've worked, and your achievements there. This is where you show the reader what you're proud of.

*As CEO at Social Media Today, I created a multi-million dollar company with 10 distinct online communities, Fortune 50 clients, hundreds of editorial contributors, 1.5 million page views per month, and a #2 Google ranking for "social media" (below only Wikipedia).*

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**USE NUMBERS TO GIVE YOUR EXPERIENCE ADDED CREDIBILITY.**

#### THIRD PARAGRAPH:

Here you can explain how your work experiences have shaped you and given you unique qualities and skills.

**I've worn many hats in my career** – *programmer, writer, researcher, manager, marketer and strategist.* **As a result, I have a unique ability to manage** *multi-disciplinary projects* **and to navigate** *complex challenges.* **But actual experience has taught me that my professional value boils down to the following:**

#### NEXT, USE BULLETS:

Here, you can get creative or honest, and use short sentences that sum up who you are. Bullets are reader-friendly and will draw your reader in.

- *I don't care who gets credit. I just want to win.*
- *I have Big Ideas*
- *I run towards fires*



**BE EXCITED ABOUT YOUR PERSONAL BRAND! IT'LL COME THROUGH IN YOUR WRITING.**

#### CLOSING PARAGRAPH/CALL TO ACTION:

**I love** *making new acquaintances.* **Reach out if you want to talk** *technology, business, or baseball,* **and drop me an email at** *xyz@gmail.com*

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**ALWAYS INCLUDE A WAY FOR YOUR READERS TO GET IN TOUCH WITH YOU.**

## TEMPLATE 3: THE QUICKFIRE 4-LINER

This summary template focuses on getting a reader's attention by being simple, short and concise.

### AUDIENCE AND TONE:

Aimed at a mix of casual and professional readers, this template could satisfy any reader.

The tone is conversational as well as professional.

### OPENING PARAGRAPH:

Immediately tell the reader about a position you've worked that you're most proud of. If you can - weave in your greatest achievement as well. Throw in a number or statistics to give it even more weight.



**MAKE THE FIRST SENTENCE PUNCHY AND MEMORABLE.  
THIS IS YOUR ONE CHANCE TO REEL THE READER IN.**

**I am** *the author of the best selling book, Job Searching with Social Media for Dummies, which has sold over 10,000 copies in the US and abroad.*

### SECOND PARAGRAPH:

Talk about how other people see you. It's here where you highlight your strengths and unique character traits.



**THROW IN A REPUTABLE NAME TO  
BOOST YOUR PERSONAL BRAND.**

**I'm frequently** *quoted by Forbes, Mashable and International Business Times for advice on using social media to find jobs*

### THIRD PARAGRAPH:

Show the reader another side to you. Describe what you're doing when you're not working. Serious employers want to see that you go the extra mile outside of your profession.

**When I'm not** *writing articles or books, I enjoy presenting to students on finding a job online and training their career counselors on winning strategies so they always feel ahead of the curve.*

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#### FOURTH PARAGRAPH:

Back up the third paragraph by providing concrete examples of things you've done.

*I've given over 100 talks and trainings to organisations such as University of Southern California, American Chemical Society, Texas Christian University, DeVry and many many more.*

#### CLOSING PARAGRAPH/CALL TO ACTION:

To connect with me *about giving a talk or training at your organisation,* please visit: *xyz.com*



IF YOU'RE COMFORTABLE -  
INCLUDE A PHONE NUMBER.



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