

'FIRST CLASS' RESULTS

- using top tips from the pro's



First Class Results for Writing a LinkedIn Summary

'First impressions count ...'

Your Summary section is one of the most important parts of your LinkedIn profile. It is the part people read the most when deciding whether or not to connect with you. It is the place that the analytics crawl over to find your key words and then bring you suitable matches. And it's rather like your Profile on your CV where you can say what you do, who you do it for, in what sectors and what you are looking for next.

- 1. FIRST PERSON** Unlike your CV which should be written in 3rd person, your LinkedIn Summary should be written in a much more conversational style using 'I'. Don't be shy – talk about your achievements. Make it come alive and express your personality.
- 2. GRAB ATTENTION** What can you say in your first line that grabs attention and makes people want to read more? Perhaps you can start with a statement like 'Driven to Achieve' or three words that describe you in capital letters across the top, like ... Believe | Achieve | Succeed Then write how you have achieved in the past and what you are most proud of.
- 3. SEO OPTIMIZATION** You want your profile to be found by others searching for keywords, and the analytics to pick up and help with search engine optimization. So first start with some key words that you want to weave in there. Perhaps it could be your degree subject, or sector i.e. 'Digital Marketing' or the type of role you are looking for i.e. 'Graduate Marketing Assistant', or perhaps some of your key skills.
- 4. WORD COUNT** The word count for the summary section is 2,000 characters - so don't just write 2 lines! Use as much of the allowance as possible. Spaces and punctuation count towards that 2,000 limit.
- 5. CONTENT** This is the meat. Write about who you are, what you do and who you do it for ... Make it achievement led and show your skills and what you could bring to a company.
- 6. PARAGRAHS/BULLET POINTS** We are not writing an essay or dissertation here. Write with short paragraphs and bullet points to keep the reader engaged. Put the 'WOW' at the front of the sentences.
- 7. CALL TO ACTION** Don't forget your 'Call to Action'. What do you want them to do next? Connect with you? Email you? Call your mobile? It's much easier if these items are specified in your summary section as people won't want to hunt for the detail. We naturally assume that because we've added in our contact details to other sections, that it will be seen by all. It won't! Only 1st line connections can see your contact details, so that's why it's important to put them in your Summary section, so people can contact you.