

Writing Your LinkedIn Profile Summary

Step 1: Answer these four questions. Combine your answers on your LinkedIn Profile Summary. Remember to use at least two of your keywords (see reverse side for keyword help).

1. Begin with an action plan statement that describes who you are, not just a job title.

"I'm a career coach 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."

3. Give a statement about what makes you the best at what you do, naming an accomplishment.

"I've helped thousands of job seekers demystify the world of work, make great connections, and get hired."

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

"If you have career issues and questions and need expert, no-nonsense guidance, please give me a call."

Step 2: 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:

Adding Keywords to Your LinkedIn Profile

Your online profile is not a resume.

When you write online, you're not just writing for people; you're also writing for search engine robots--and they're constantly scanning and categorizing online content — yes, even your LinkedIn profile.

Good web copy is keyword rich.

Think of a keyword as a noun that has more points with the search engines and a key phrase as a series of keywords.

By the end of this process, you should have a top ten list of keywords. You should keep these by your computer. Infuse them into your online writing, your posts, your profiles, etc.

STEP 1: SET THE STAGE: Answer the following questions honestly.

1. People recognize my expertise in _____.
2. What is the knowledge, skills or experiences I hold that might interest my target audience?
3. What personal and professional qualities do I have that sets me apart?
4. What makes me the best at what I do?

STEP 2: CRAFT YOUR MESSAGE: Remember *Mad Libs*? Here's one for you to try:

I ____ (verb) ____ for ____ (noun) ____ who want to ____ (value I bring to the table) ____ so they can ____ (their desired outcome) ____.

Example: *I love to solve problems with global supply chain processes for Fortune 100 manufacturers who want to take advantage of the latest in Lean and Six Sigma so they can reduce costs and speed up time-to-market.*

STEP 3: COLLECT YOUR TOP TEN KEYWORDS

1. Brainstorm from the perspective of a hiring manager

In order to come up with your keyword list, just imagine that you're an HR recruiter looking for someone to fill an open position. What words would you type into Google to find someone to fill that opening? For example, if you're an HR recruiter looking for a museum curator, you may search for the following words: *preservation professional, collection management, exhibition development, or even history enthusiast.*

2. Grab 3 x 3 Sample Job Descriptions Go to 3 job boards and find 3 different descriptions of what you do (or want to do) Visit three of your favorite job boards, like SimplyHired, Indeed or Monster. The location doesn't matter, so just enter the job title you are aiming for. Copy three different job descriptions from three different job boards and copy them all into a word cloud generator

3. Word Clouds Pop all 9 descriptions into a Word Cloud Generator

Word clouds show you visually which words in a body of text are used more frequently. This is handy when you want to quickly assess the most commonly used words in a body of text, for example a job posting. So now, paste those nine job descriptions here: tagcrowd.com. Add some of these words to your list of keywords.

4. Get Official Descriptions Check out O*Net for different ways to describe what you do.

The US Government publishes official job descriptions on a website called O*Net: onetonline.org. Here, you'll find many different ways organizations have described what you do. Enter your job description at the top. Then drill in to the different jobs and related industries. Start collecting the variations on how people describe what you do.