



Strategic Online Networking to Propel Your Career

TEMPLATE: HOW TO CREATE A MAGNETIC PROFILE **SUMMARY SECTION**

Learn how to build relationships online and expand your network of opportunities and referrals with an exceptional profile SUMMARY SECTION!

Demonstrate professionalism, present skills and achievements and identify what you want to do so *the professionals viewing your profile want to connect and learn more about you!*

GENERAL RULES:

- The first 2 lines of the SUMMARY should be your most powerful statement so the viewer wants to “see more”. It should align with your TAGLINE, also called a HEADLINE (the 120 characters below your name and picture) and your background photo (your billboard).
- Everything = Nothing. Keep your SUMMARY focused on your career/business aspirations and how you can contribute to the organizations you want to work for and within the role you aspire to. The rest of your capabilities can be presented in other sections within your profile.
- When you reach out to build your network and create opportunities with your ideal audience, it’s important that your profile SUMMARY and EXPERIENCE clearly describe and relate to:
 - WHAT you do
 - HOW you do it
 - WHO you do it for

YOUR SUMMARY SHOULD:

- 1- Include a brief statement of who you are and your career aspirations**
- 2- Be written in first person**
- 3- Clearly state how to contact you**
- 4- Include soft skills that make you successful**
- 5- Categorized skills with achievements and outcomes**
- 6- Call to action**
- 7- A list of your skills (using key words)**



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SUMMARY SECTION OVERVIEW:

1. The SUMMARY allows for a maximum of 2,000 characters (letters and spaces). LinkedIn will let you know your limit has been reached with a red box.
2. The SUMMARY *highlights* your skills and achievements so the reader wants to continue reading.
3. The SUMMARY makes a statement of your character and how your experience relates to your career goals. State your skills and provide examples of your achievements.
4. State how each item on the list can be applied to the type of work you want to do for your ideal audience.
5. The first 2 lines show before someone clicks on “see more”, so you want them to be powerful and explain your VALUE. *For Example:*

My work as an X encompasses leadership, communication and collaborative skills with a team of employees including our partnerships and clients.... MAKE A STATEMENT ABOUT WHY YOU CHOSE A CAREER IN “X” AND HOW YOU’VE CONTRIBUTED TO THE COMPANIES YOU’VE WORKED WITH. A RECRUITER OR HIRING MANAGER WILL BE EVALUATING HOW YOU CAN CONTRIBUTE TO THEIR COMPANY.

6. Within your SUMMARY, use key words that relate to “soft skills” that employers look for: communication, leadership, collaboration, problem solving, creativity, etc. [Soft skills](#) are defined by The National Association of Colleges and Employers (NACE). They should be included throughout your summary.
7. Spell out acronyms---don’t assume your audience is familiar with all of your industry or certification language.
8. Writing your SUMMARY in first person makes it more “personally professional”.
9. Include your contact information within your SUMMARY to make it easy to reach you.
10. Your summary format should be easy to read by the viewer. Paragraphs are less effective than categories with bullets under them that explain your achievements in those areas. CATEGORIZE SKILLS: Bold/Capitalized Categories for easier reader scanning. Each category should have bullets that state:
 - Your responsibilities
 - Your transferable skills
 - Outcomes of your experiences and achievements

For Example:

EDUCATOR

As an Educator and course developer for the Diabetic Chapter, my curriculum increased membership by 20% and generated \$X allowing the program to expand.



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PROGRAM DEVELOPER

Program managed the introduction of a new product that generated \$X by attracting 5 new clients within 6 months of an on-schedule introduction.

INNOVATIVE PROGRAMS

- Developed marketing programs that revitalized business and an online presence.*
- Increased investments in X generating \$ in the current fiscal year*
- Achieved 150% revenue growth due to the introduction of our X program*
- Improved risk mitigation programs and saved clients X of spend over the fiscal year.*
- Enhanced brand awareness and strong social media presence.*
- New client referrals grew 200% as a result of reducing risk exposure to partners and clients and delivering certifications on schedule.*

KEY SKILLS.

- Customer Engagement and Retention*
- Written Communication for Client Engagement*
- Leadership in Education and Advocacy*
- Analytical Program Manager*
- Scientific Team Collaborator*
- Lead Program Manager*

Like the Summary Section, the EXPERIENCE SECTION OVERVIEW can include:

1. Your EXPERIENCE *details* that describe how they relate to your career goals.
2. Your EXPERIENCE makes a statement about your skills, achievements and their outcomes within that particular position.
3. Your first listed experience (current experience) auto fills in the under your TAGLINE, making that valuable space to communicate what you do right under your name (most people just put their company name, but you can use this space with some creativity).
4. You can also creatively make a statement in the title space within each experience to further enhance your value to what you want to do.

There's lots more we can help with to make you the STAND-OUT CANDIDATE!

Let us know how we can help you with CUSTOM COACHING and our ONLINE PROGRAM.

[CONTACT 2ACTIFY](#)