

HOW TO WRITE AN EFFECTIVE LINKEDIN SUMMARY



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1. INTRODUCTION

The summary or the about section is the first impression part of your LinkedIn profile to the world. Most studies emphasize that it just takes seven seconds for someone to scan your profile and form an opinion about you professionally.

You have 2000 characters maximum in your summary section, it is a chance for you to write a brief description, including your present and future business ambitions. LinkedIn readers will only see the first three lines from your summary and that is why you should invest in the first three lines and make them catchy to readers to click on read more.

To make a powerful first impression, you'll need an amazing LinkedIn headline, then a summary and you will stand out from the crowd. In this guide, we will address best practices on how to write a good LinkedIn summary to attract recruiters to your profile.

Samar Siala 🌱 GROW AND GLOW ⭐

Your Career Coach || Positive Psychology Strengths-based Career Coach || LinkedIn optimization|| I help you to use your Strengths to Work for You to Land your dream Job 🟢 Interested? Let's talk 📩 التوجيه والإرشاد المهني

Talks about #coaching, #linkedin, ##jobsearch, #careerdevelopment, and #positivepsychologycoaching

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About

I am Samar Siala 🇱🇶, a Libyan with a growth mindset and curious person who lives in the Netherlands.

I am passionate about Career Coaching and Training that's to help people to Grow and Glow, so they can land their dream job.

I LOVE 🥰 Positive Psychology 🥰 and I call myself "Positive Psychology Strengths-based Coach and I Love Cats 🐱

⭐ My mission: is to provide career coaching, life-changing insights, and reliable strategies that will help you to find your path and accelerate the achievement of your career goals.

⭐ My approach: to coaching follows a scientific framework. I help you define your Values and Strengths 🧩 then identify ways to live them fully on a daily basis

⭐ I employ my academic knowledge & experience 🎓 in HRM, Positive Psychology, and NLP. I use them in coaching my international clients (multilingual Arabic/English career coach)

⭐ I help you to define your career path, to build an effective resume 📄, awesome LinkedIn presence 🌐 and strategies to look great, to be found and get known for purposeful work

I Help You To Grow 🌱 & Glow ⭐

2. TYPES OF LINKEDIN SUMMARIES

There are different LinkedIn Profile Summaries that can vary based on how you want to present yourself, e.g., summary for:

- Job Seekers
- Career Change
- Students Seeking Internships
- Entrepreneurs

All of them share most of the steps in this guide with slight differences in the content. However, for entrepreneurs, they target clients (not employers)

3. START STRONG

By default, other LinkedIn members will only see the first three lines of your summary while viewing your profile. To view the rest of your LinkedIn summary, they must click the 'see more' option. As a result, writing an interesting first three lines sentences will tempt your visitors to keep reading.

To capture your readers' interest, consider this section as the answer to “tell me about yourself.”

Start with attractive and basic information that clearly defines who you are and what you do and what you can bring that adds value

To make an impression outside of your numerous vocations, highlight the best of your background, experience and skills. You could also provide insight into your leadership style, personality, values, longer-term goals, or outside interests.

This communicates the value you can bring to potential employers right immediately, to attract their interest in learning more about you.

For example:

“I have honed my ability to align teams to work towards common goals and KPIs. My expertise involves establishing high-performing teams to innovative products that drive revenue growth and market expansion on a global scale. I know how to listen and lead effective communication between teams to be accurate to gain alignment. I flex to fit others’ communication styles to gain more effectiveness in fast-paced environments with cross-functioning and distributed/remote teams. I strongly believe there is always something to learn, and there is always something new! I enjoy collaborating with others (either in person or virtually) to gain different perspectives to refine strategies.

4. HIGHLIGHT YOUR SUCCESSES

Mention your main achievements, indicate your ability to go above and beyond to deliver results. Many studies confirm that between 70 to 90% of recruiters use LinkedIn to find potential applicants. Therefore, it's vital to showcase your accomplishments and victories to illustrate your abilities, critical strengths, and determination to reach your goals. As a result, recruiters then will determine why you are the best applicant for the job.

You can state your most important transferable skills from your work experience and mention your most important accomplishments in percentage if possible.

For example:

I Developed and trained virtual digital marketing teams which resulted in us saving 20% of the annual marketing budget.

5. STATE YOUR MISSION, VISION, & YOUR CAREER GOALS

A personal mission & vision statement is your life compass to point you in the right direction.

Stating your career mission/vision reflects how your target is to help companies achieve their desired goals and objectives.

You focus on what's most important to you which is a core part of your brand, you can reflect more about your industry expertise and show what wakes you up in the morning to go to work (passion and interest), this will convince your potential employers why you are (the chosen) a unique candidate.

For example:

My mission: is to provide career coaching, life-changing insights, and reliable strategies that will help you to find your path and accelerate the achievement of your career goals. My vision is to enable growth and prosperity for everyone to inspire and empower others to reach their goals and fulfil their potential."

6. USE KEYWORDS

To add these keywords to your LinkedIn profile, you need to inject your keywords into your Headline, and then add them to the About/Summary.

It's a good idea to write down your keywords from your experience. Examine your current and previous positions, make a list of your most significant accomplishments, and, if possible, integrate them.

You can find these keywords in the job descriptions that you wish to apply for, use these keywords in your narrative (Tell a story).

7. TELL YOUR STORY

Your summary is the key place to hook your reader, the purpose of the LinkedIn summary is to tell a story to convey your message while engaging your readers.

You can highlight who you are as a professional person and what you value in life, to allow readers to get a sense of your nature and interests.

Consider starting with a simple narrative, offering an overview of your passions, professional areas of focus, and career highlights.

Telling a story means writing in the first person to communicate in a conversational tone.

This will allow you to form a personal connection between you and your audience and will encourage readers to read all your summary.

For example:

Since I was 9 years old, my passion is data & technology, I still remember my first Sakar video game back in 80s, I have over 18 years of hands-on experience of connecting people to data and making data easy to use by a finger click. I use technology to manage data, establish & evaluate standard operation procedures, I manage global projects using data to implement solutions in many leading international enterprises.

8. LIST YOUR SPECIALITIES & SKILLS

Recruiters scan your profile in a few seconds, your keywords will play a vital role here and what will support that is listing your skills in a story form, as well as adding your specialities at the bottom of your summary before call to action.

This will help recruiters to consider you as a candidate for an interview or not.

This is how you can add your Specialities at the end of your summary section:

Specialities

Career Coaching * Positive Psychology
Coach * Career Learning & Development *
Personal Development * Workshop *
Resume / CV reviewing * Global HR
Management * Global Mobility * Public
Speaking * LinkedIn Branding

9. CALL TO ACTION

A call to action is a message at the bottom of a LinkedIn summary that encourages readers to take action.

Conclude with a call to action, after you mention who you are, what you value, what you are passionate about.

Give your readers a reason to want to click the call to action.

Make sure they are aware of the tangible benefits to click your email or contact number.

e.g. I am currently open to a new challenging opportunity in the (mention the field), you can contact me via 321321 or follow me on (your social media) or visit my website.

10. TO SUM UP

To maintain the reader's attention, use short paragraphs, make it more personal by writing in the first person by using "I", "Me" or "My".

Make the most of the 2,000 characters available.

The summary will help build your personality and reflect the person behind the LinkedIn profile, it provides an opportunity to address the reader directly and share multiple sides of yourself from professional accomplishments to life motivations.

Here are 7 tips for a great summary:

1. Leverage the Right Keywords
2. Grab Some attention with creative formatting (you can use a few emojis)
3. Don't Be Afraid to Get Personal
4. Tell a story
5. Check Your Grammar
6. Keep it readable with short paragraphs or bullet points
7. Use a "call to action" at the end

You might add your email to make it easy for people to contact you.



YOUR CAREER COACH SAMAR SIALA

YOU CAN WORK CLOSELY WITH YOUR COACH SAMAR SIALA WHO WILL GUIDE YOU THROUGH UPDATING YOUR LINKEDIN PROFILE AND HELP YOU ACE YOUR NEW ROLE.

- Working closely with your coach will guide you to know the ins and outs of good LinkedIn content
- Keep your readers/potential employer interested and engaged

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