

# 5 KEYS TO SUCCESS

## LINKEDIN SUMMARY

- 1. Choose if you will use first person or third person voice in your summary.** (My personal preference is first person because it sounds like you're talking to whomever is reading it.)
- 2. Mention your passion behind what you currently do.** This is a chance to talk more "big picture" about your current role and the impact you want to make with it.
- 3. Feature your core skills.** Allude to them in a quick way as you talk about the direction of your professional experience and how that relates to your current role.
- 4. Mention the key things you want people to know about you.** Are you a public speaker? Have you written a book? Are you a consultant? Mention these things in your text. People may not read past your summary, so you want them to have a high level understanding about who you are and what your expertise is.
- 5. Include Relevant Media.** Underneath the text of your summary, you'll have a chance to share any media links. This is a great spot for any videos that explain your work, portfolio links, or links to your website. These DON'T have to be related to any specific one job. Get creative!



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[www.tinterocreative.com](http://www.tinterocreative.com)

[info@tinterocreative.com](mailto:info@tinterocreative.com)