**LinkedIn “Headline” and “Summary”**

1. **Who are you? What is your “personal brand”? How do you want to be found?**

*Should be short, and not necessarily a job title Example:*

“I am a \_\_\_\_\_\_\_\_\_\_specializing in\_\_\_\_\_\_\_\_\_\_\_\_”(use first person throughout – not a resume)

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1. **What do you do? What problem do you solve? What do you want to be known for?** Must know the challenges and problems facing your industry, or the specific company you are targeting. You may need to do some research.

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1. **What do you do best? Why are you the best at it?**

*Name one of your biggest successes or accomplishments – What role did/do you play?*

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1. **What do you want?**

*Why are you on LinkedIn (job search, share information, network with professionals, etc.)?*

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**Summary:**

#1 is your Headline, the statement that comes after your name

#2 – 4 make up your Summary

Your Summary will also include your Specialties – All the skills and experience you have (uses buzzwords/keywords).

Your Professional Profile is next (Work History, Education, etc.)