

Summary:

Cool Tips & Tricks



A few tips here for your Summary.

First person vs Third person

I recommend that you use the **first person**, not third person. Because it makes your profile sound more alive, and it invites more to interaction. Third person sounds like an old fashioned CV.

Example:

I am a consultant.

NOT

Mary-Rose is a consultant.

Spelling

With spelling, I recommend you use what most of your target group is used to. You could use different spellings to catch what people will search for, if you have an international target group.

Example:

Use both optimise and optimize. This is controversial, and it is about catching searches and the eye, not about perfect English you would read in a book.

Experimental or Controversial titles

A word about titles: I'm seeing a lot of people try to get clever with titles (especially in the tech and scientific fields)

Like:

Digital Visionary
Expert generalist
Enthusiast
Expert
Thought leader

Let's think about this from your prospect's perspective. The one question you should always have top of mind is this:

What is my prospect's number one struggle?

Let's pretend I am your prospect. At which point will I think and feel:

"Oh, man, what I need right now is a digital visionary! No, I need an expert generalist!"

Keep it simple and easily understood. People don't want fluff. They don't want solutions, they want answers. They want to know

“How do I do this?”

“How do you do that?”

The people I know who use these titles are EXCELLENT at what they do. But from a marketing perspective... to be honest I think many people want a simple life, with concrete terms they can understand, that don't need to be explained.

I personally have never been in a situation where I would need an *expert generalist*, for example. I don't even know what that means.

And the recruiters I've spoken to just shake their heads and get frustrated. **6 seconds** is what you have. That is the reality. So, my advice is to have a simple, concrete foundation as your basic profile, and then get fancy through your articles, film clip and images and posts. Also, calling yourself any of these things is FAR less compelling than if someone else does. For example, I don't think it's for me to call myself a THOUGHT LEADER on LinkedIn and networking, but it's very nice when other people do 😊

And this is real juice:



Use adjectives that add value, or are keywords

Challenge your Profile! Do this test with your adjectives like experienced, relevant, etc:

See if you can add ir-, un-, in- to make their antonym. Example:

inexperienced instead of *experienced*

irrelevant instead of *relevant*.

If you can do this with any of your adjectives, they may be superfluous. Try removing them from your Profile, or replacing them with a more descriptive keyword.

Pro tip:

Try “Senior” instead of “Experienced” (better keyword)

More specific keywords describe:

- geography (serve Nordic region)
- gender (help women...)
- age range (...aged 35-45)
- language (negotiating pharma licensing contracts in Swedish)
- products (your product)
- niche services (LinkedIn for lawyers)

Remember: *The Riches are in the Niches*

Specialities

- List as bullet points. This contrasts with your paragraph text above and catches the eye.
- Make it keyword dense (catches the eye & the highlighter pen)
- Repeat the same keyword throughout, in different constellations and phrases.

In LinkedIn, there is a feature in Background called *Skills*. This is where you can showcase your top skills (think of them as keywords). I would encourage you to use the same keywords under *Specialties* in your

Summary, as in the Skills section. LinkedIn asks your connections every so often if they will endorse you for certain skills you say you have. Over time, you can start to see which skills people are clicking most. But view this with a pinch of salt, because a lot of people just click *Endorse* to everything, without really thinking about it. Still, it can be useful as an indicator of where your perceived strengths lie - and importantly, which skills people *don't* associate you with.

How to think here, is:

What do people search and ask for when they need help?

Use action verbs

Drive

Create

Produce

Leading

Energise / Energize

Run

Specialise / Specialize

Future roles of interest

This is a cool trick at the end of your summary, because it gives direction and vision. It preempts the question: *Where do you see yourself in five years?*

Example:

Future roles of interest:

- VP Marketing, CMO, Marketing Director
 - VP Communications, Communications Director
 - CEO or senior strategic role at a communications agency or company
 - Board member for interesting companies in need of my skill set
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Not experienced, or new field?

Know that you have a 'special sauce', something that only *you* have

Highlight these:

- grades
- awards
- club positions
- publications
- interviews
- volunteer work
- travel experience

And where you showed:

- leadership (empowering vs controlling)
 - people management
 - problem-solving
 - initiative
 - leverage
 - collaboration
 - empowerment of others
 - networking
 - experimentation (and/or planning)
 - overcame failure/challenge/disadvantage
 - purpose (and/or profit)
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So, to summarise:

- Have a Summary
- Develop your Summary using the 4-step system
- Use keywords in different constellations and spellings
- Use action keywords and verbs

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