

Template:

How to structure a great LinkedIn Recommendation in 5 minutes

Recommendations should grab the eye way above the fold.

Have a recommendation for each position you want to highlight in your LinkedIn profile.

Recommendations (**proof**) plus Projects (**credibility/experience/credibility**) are excellent ways to concrete your positioning. Actively pursue Recommendations and testimonials.

Even if you don't use them on your LinkedIn profile, they are great way to capitalise and leverage the end of a successful project while the glow and the contact is fresh.

Follow this template complete with examples that you can completely cut and paste to make it easy and fast for you. Keep it simple: Use my text!

Step 1. Start with a killer line

“Few have the opportunity to work with a manager who is also a coach and mentor—but I did when I worked with Sara.”

“Whip-smart and highly creative, with the strategic skills and intuition of Sun Tzu, Maria is a truly inspiring team leader...”

“ ‘Brutally efficient’ is the phrase that comes to mind when I think about Max.”

Step 2. Describe your relationship

“For three years at [company name], Paul and I collaborated on several projects, notably on project X helping [who] achieve [what] by [how].”

“I hired Alex as a [what, as specific as possible] in 2014 after seeing his online portfolio, and he’s since completed three projects for me.”

David expertly filled the role of contract negotiator for my company’s legal team for just over a year.”

Step 3. Specify a feature that stands out

“I was impressed by Johanna’s ability to handle even the toughest clients effortlessly. This skill often takes years to develop among HR professionals - a lucky natural trait.”

“Christine’s ability to command a room and get people on board with ideas—even from initially different standpoints—is highly impressive.”

“Robin’s ability to juggle multiple projects was unlike any I’ve seen before and dramatically increased the productivity level of our team.”

Step 4. Add a personal touch, name a personality trait

“Oh, and she made sure our Monday morning staff meetings were never without coffee and pastries. A stellar touch that set the tone for the week. A very cool way to motivate the team!”

“And we still miss her on our office ski trips!”

“No matter how tense a meeting, Paul made sure it ended on a positive note.”

Step 5 End with your solid recommendation

“Any employee would be lucky to have Maria as a manager.”

“Maria would be an asset to any team.”

“As a [position], Dom earns my strongest recommendation.”

Now put it all together:

[Descriptive phrase] comes to mind when I think about [name]. I’ve known [name] for [how long], during which [describe your professional relationship]. Most impressive was [name]’s ability to [describe what makes the person stand out]. And, of course, his/her [personal(ity) trait]. [Name] would be an asset for any position needing [1-2 specific skills needed for position] and earns my warmest recommendation.

Try it. Evaluate it. Adapt it.

The whole point of recommendations is to help prospects understand that they should come to you when they need the help you offer. Always write this from your prospect’s perspective.

Always have top of mind these questions:

What is my prospect’s number one struggle?

What does s/he search and ask for when they need help?

Remember the **6 SECOND RULE** :)

Use adjectives that add value, or are keywords

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*

Use action verbs

Drive

Create

Produce

Leading

Energise / Energize

Run

Specialise / Specialize

Future roles of interest

This is a cool trick to insert in your Recommendation (and in 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

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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