



Soleado Marketing

YOU IN 2000 CHARACTERS OR LESS

*Top Tips for Creating a Marketable
LinkedIn Profile*

www.soleadomarketing.com



WHAT DOES YOUR LINKEDIN PROFILE SAY ABOUT YOU?

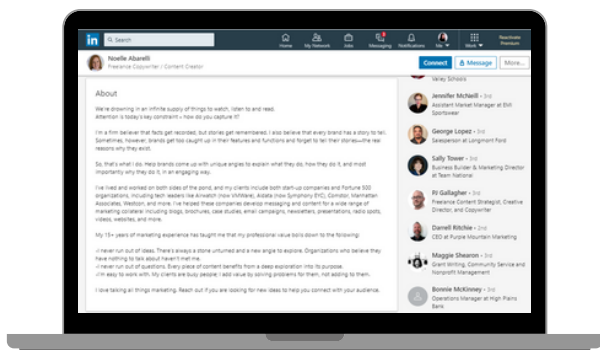
LinkedIn is the world's largest professional network with more than 500 million users in over 200 countries and territories worldwide. Whether you're looking for a new position, gunning for a promotion, or prepping for a pitch, your LinkedIn profile is a 24/7 information resource for anyone who wants to get to know you.

When someone looks you up on LinkedIn, your summary is the first thing they will see.

YOUR LINKEDIN SUMMARY

Your summary is the text box at the top of your LinkedIn profile, just below your photo.

It's an open-ended space (2,000 characters max) where you get to introduce yourself.



Your summary is important because it's your opportunity to define yourself in your own words, free of titles and industry jargon!

Whether you use it to put career choices in context, highlight your biggest achievements, or show off your personality, your summary is a place for you to strengthen the first impression you make.

IF I WAS PREPARING TO MEET YOU, AND I REVIEWED YOUR LINKEDIN SUMMARY, WHAT WOULD I LEARN ABOUT YOU?

- Would it tell me what makes you tick?
- Would I gain an understanding of your current role and what led you to it?
- Would I get a sense of your character and personality?
- Most importantly, would I feel excited about meeting you?

If so, congratulations! You can stop reading this guide. But if you feel your summary falls a bit flat and fails to capture your true superpowers, read on for my tips for supercharging your summary!

SUPERCHARGE YOUR SUMMARY



1 Start with a hook!

When my kids were learning to write in elementary school, their teachers always told them to start their essays with a hook! A hook is a catchy sentence that serves as an attention-grabbing element.

Your LinkedIn summary should start with a good hook to engage your audience and keep them reading till the end.

The first words of your profile really matter – don't waste them with a throwaway sentence like, "Hi, I'm Jane. Thanks for taking the time to learn more about me." SNOOZE!

An excellent hook sentence is intriguing. Here are few that caught my eye:

I'm a 7th grade school teacher turned 8-figure CEO, and a passionate advocate for advancing women in the workplace.

I don't like the status quo – if something doesn't work, fix it.

I caught fire coding.

2 Tell me what makes you tick.

I get that you're a "Senior Marketing Manager" or a "Retail Brand Manager" or a "Senior Recruiter", but I want to know why. Don't just tell me what you do – tell me what drew you to the role or what excites you about it.

Are you an executive assistant "obsessed with staying organized and making everyone's life easier?" Or a project manager who enjoys "breaking down complex projects into manageable pieces?" Or a marketing professional who "loves the challenge of creating raving fans?" Tell me what makes you tick!



3 Share your history.

The cool thing about your summary is that you get to call out what's important about your professional life and ignore what's not. But, if you've made a big career transition or held a variety of roles that may seem unrelated, your summary is a great place to connect the dots.

In my own profile – I don't mention my days at Macy's (I'd really rather forget those and they aren't pertinent to my current profession). I focus on the experience that has made me an expert copywriter. In my client Amy's profile, we knit together her experience working in various administrative roles to position her as an expert project manager, which is the role she is looking to transition to.

4

Sprinkle in some success!

Highlight your successes – large and small. This is not a time to be shy. Most of us have a hard time tooting our own horns, so here are few questions to consider that can help you calculate the value you've contributed.

Have you:

- Increased sales?
- Provided exemplary customer service?
- Improved the efficiency of a process or a procedure?
- Saved resources?
- Been recognized as an expert at specific task?

I've had clients include details such as:

I took a leading Canadian brand from \$0 to \$30 million.

I saved \$120K by eliminating duplicate tasks and establishing a centralized PMO function.

My work has been featured across billboards in Times Square.



Make me like you!

People do business with people they like. Make me like you by sharing a detail that highlights your most like-able traits! One way to do this without sounding like a total braggart is to focus on something people often compliment or come to you for.

If you're reliable, you might say:

I'm the one the team always calls in the middle of the night to put out a fire.

If you're the first person the CEO thinks of when someone is needed to lead a transformation project, you might say:

I didn't get the nickname "Agent Change" for nothing.

If you're known for your hard work, you might say:

On the average day, I'm the first one in and the last one out.



6

Share a secret.

All work and no play makes Jack a dull boy. Close out your profile with something that makes me want to get to know you better – **a detail I'll remember.**

Is there a hobby you're really passionate about?

Have you enjoyed your own 15-minutes of fame?

In my own profile I close with the fact that I love a good before and after story and I was on a home makeover show before HGTV was a thing!

When I meet people – they always want to know more about this story. I've had clients close with details on their favorite sports teams, obscure hobbies, and celebrity obsessions. Don't be afraid to stand out.





LET'S LOOK AT SOME EXAMPLES

If you're like me, you're probably thinking, this sounds great, but I'm not 100 percent sure I'm ready to crank out my own summary.

Can you show me a couple of examples?

Of course, I can!

Read on for two examples!

EXAMPLE

1

MATT

When I met Matt, I learned that he was a seasoned supply chain expert. He had lots of hands-on experience with a wide range of popular technology. He was passionate about implementing new solutions, versus maintaining systems, and was ready to make a move from a company that was constantly downsizing to one that was growing.

In his words, he wasn't afraid of "hard work and big ugly projects" but he "was tired of politics and teams that didn't play well together." I was ready to hire him myself, but instead I set out to help him craft a summary that summarized everything I heard him say!

MATT'S SUMMARY

Mission critical Supply Chain projects don't scare me. I'm a Global IT Leader with 15+ years of strategic and operational experience delivering and supporting Supply Chain systems. My expertise includes selecting, architecting, configuring, implementing and integrating Warehouse Management Systems (WMS), Enterprise Resource Planning Systems (ERP), Enterprise Application Integration (EAI), and Transportation Management Systems (TMS).

I've lived and worked on both sides of the pond, and I'm passionate about helping high-growth companies implement technology practices that add value to the bottom-line. I've never met a company in the Retail, Consumer Packaged Goods (CPG), Third-Party Logistics (3PL), or Direct to Consumer industry that I couldn't help out of a jam - I'm not afraid to roll up my sleeves, get my hands dirty, and leave things better than I found them.

I've worn many hats throughout my career and worked for many supply chain leaders, including Manhattan Associates, JDA, Ernst & Young, and M&M Mars. My experience has taught me that my professional value boils down to the following:

- I love making the impossible possible. Big scary projects with tight timelines don't scare me.
- I don't care who gets the credit - I just want to make things better for my company and our customers.
- I'm the calm one.
- I don't play politics - I enjoy working with a team of passionate professionals who have one another's back.
- I'm the one you call in the middle of the night - because you know I'll answer and do whatever I can do to put out the fire.

I love talking shop. Reach out if you want to know how some of today's leading companies are managing their supply chains. I also love chatting about all colorful Colorado has to offer - so if you just want to talk about some of our best local breweries, amazing single-track, great powder runs, or how a 40-something year old guy resumes playing hockey after 30 years off the ice - we can do that too!

I love how Matt opened with a hook, defined what he likes and dislikes, and clearly demonstrated his values and beliefs about hard work and teamwork. Because Matt was actively seeking employment at the time, he was sure to sprinkle in some keywords. Most of his centered around the types of technology he has experience with. If you're "on the market", you'll want to be sure to layer in keywords that highlight your top skills. If you're not sure which words to use, job descriptions for positions you're after are a great place to start.

Matt found a new opportunity soon after posting his new summary (a recruiter actually found him on LinkedIn). He told me recently that he continues to get contacted about interesting positions weekly. While he's not actively seeking a new job, he's happy to know his LinkedIn summary continues to work for him. He's confident that in the event his dream job becomes available, it will find its way to him!



EXAMPLE



RICHARD

When I met Richard, he had just been let go from a company doing a bit of downsizing. He hadn't looked for a job in years. His LinkedIn profile was barren. Richard had a ton of finance experience. He loved numbers and details, and enjoyed audits and investigations.

While Richard had been with his previous company for quite some time, he hadn't sat idle. He had continually taken advantage of training opportunities that would help him gain new skills. I knew Richard was a catch, we just needed to shine up his summary. You'll see that I followed a very similar approach to the one I took in Matt's profile. Why? Because it works!

RICHARD'S SUMMARY

Audits are essential to your organization's health. I should know – I'm an audit leader with 10+ years of experience leading complex audits and investigations for a large publicly traded rail transportation company and a financial technology/mortgage business. My expertise includes Sarbanes-Oxley (SOX) testing, identifying risks, planning audits and investigations, managing audit staff, performing complex data analysis and data mining tasks, communicating findings to management, and effecting needed change identified as part of audits or investigations.

I'm passionate about keeping organizations on the right path by helping them to identify obstacles to success, whether they are related to a lack of compliance with regulations, financial processes that do not effectively control costs or risk, or fraudulent activity that exposes organizations to significant loss. I've never come across an organization that could not benefit from enhanced corporate governance and risk management, which I provide through well-planned and well thought out audits and investigations.

I've been fortunate to work with numerous industry leaders including Bank of North Georgia (Synovus), Aprio, The Griggs Group, CSX, and Black Knight Inc. My experience has taught me that my professional value boils down to the following:

- I love working under deadlines and tight time schedules. Complex audit projects don't scare me. I love the challenge.
- I don't care who gets the credit; I enjoy collaborating with teams because every team member always has something valuable to contribute.
- I'm a lifelong learner and enjoy continually honing new skills whether they're related to new technologies, new audit or investigation techniques, new processes and procedures, or new areas I'm investigating or auditing. The more I know, the more effective I can be.

If you seek an expert on SOX, audits, investigations, compliance and risk management, or the Clemson Tigers, I'm your guy. Let's connect.

Audits are often viewed as a nuisance. I love how Richard elevated their importance and the positive impact they can have on a business. His enthusiasm for his chosen field is palpable. And again, because Richard was actively seeking employment at the time, he was sure to sprinkle in some keywords.

Richard also found a new position in record time. And...he was actually recruited for a better paying, higher level position just a few months after that! While he's not currently on the market for a new role, his summary does a great job of letting perspective clients and colleagues know what it will be like to work with Richard.



A FEW FINAL TIPS...

When you update your profile don't forget to:

Upload a photo:

According to experts, profiles with photos are 14 times more likely to be viewed. Be sure it's a professional photo. Invest in a good headshot if you can!

Customize your public profile URL:

The address should look something like:

<https://www.linkedin.com/in/noelleabarelli>

Enhance your profile:

Add information on accomplishments, skills, volunteer experience, certifications, expertise, etc. This can increase the amount of times people view your profile, which in turn can help you build your network and connect to new opportunities.

Include your education:

List, in reverse chronological order, any programs or schools you went to.

Feature recommendations:

These should come from former supervisors, coworkers, clients, vendors, professors or fellow students.



GET GOING...YOU GOT THIS!



Super charging your summary won't be hard if you follow these tips.

But if you find yourself struggling - I got ya!

MY NEW COURSE WILL HELP YOU PUMP UP YOUR PROFILE JUST LIKE MATT AND RICHARD DID!

It's quick and painless - I promise. Here's how it works.

Pump Up Your Profile is a 3-week digital course and group coaching program designed to help you develop a LinkedIn profile that gets you noticed and achieves results. We'll walk through everything you need to know about creating a LinkedIn profile and workshop together to develop a profile that summarizes your superpowers and lets you shine.

COURSE MODULE INCLUDES:

Module 1: The Fundamentals

- Why you need a LinkedIn profile
- The components of your LinkedIn profile
- Getting started with a headline and a photo

Module 2: The Essentials

- The elements of a great summary
- Let's write your summary

Module 3: The Finishing Touches

- Your experience
- Your education, certifications, and volunteer experience
- Skills & endorsements
- Recommendations



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