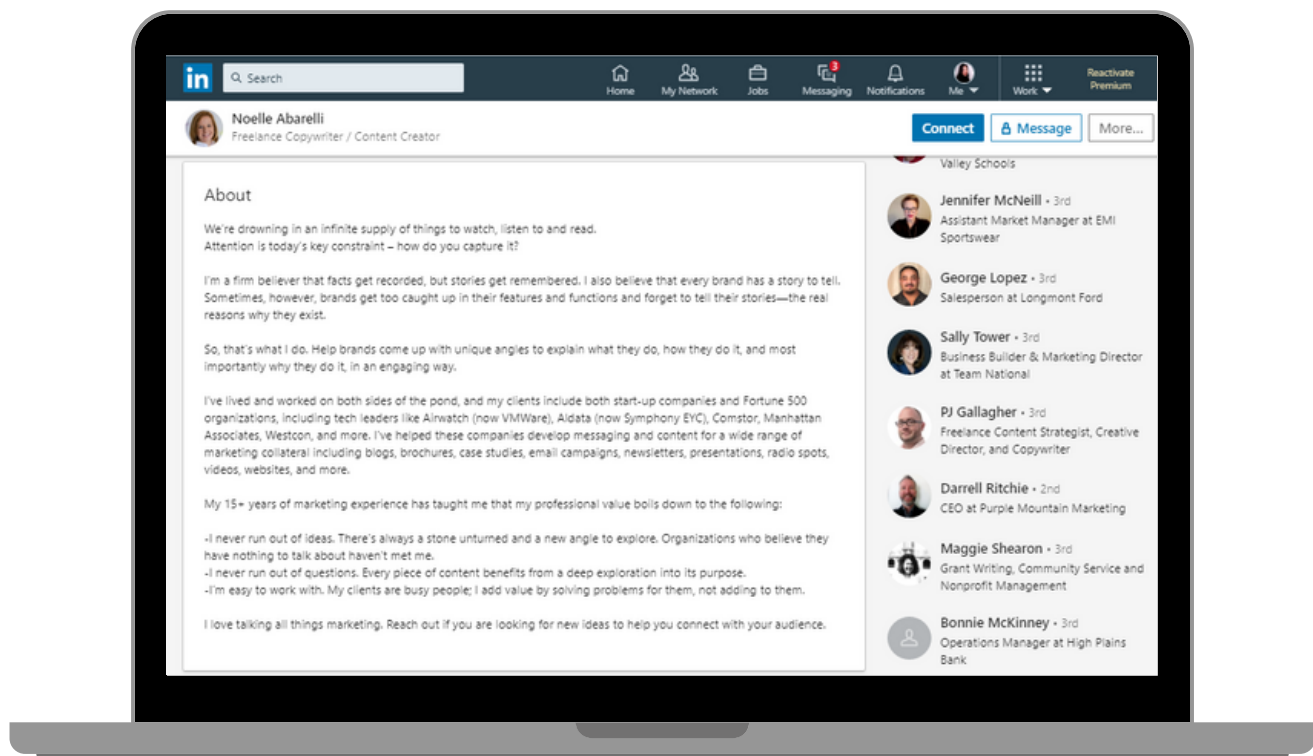




# SUPERCARGE

## Your LinkedIn Summary

Use these Before & After samples as your guide.



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.

Your summary is one of first anyone who views your profile will see, so giving it some love is essential. But...LinkedIn gives you just 2,000 characters (including spaces) to summarize your unique professional brand.

**When I'm helping a client craft their LinkedIn summary, I encourage them to follow a six-step recipe for supercharging their summary...**

# THE SIX-STEP RECIPE

## **Start with a hook...**

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

1.

## **Tell viewers what makes your tick...**

Don't just tell them what you do - tell them why you do it!

2.

## **Share a bit about your history...**

Call out what's important about your professional life and current goals and ignore what's not.

3.

## **Sprinkle in some success...**

This is not a time to be shy. Highlight your successes - large and small. Use quantitative and qualitative data when possible.

4.

## **Give the readers a few reasons to 'like' you...**

People do business with people they like. Warm them up to you by sharing a detail that highlights your most like-able traits!

5.

## **Close with a personal detail or 'secret' about you and a call to action...**

Finish your profile with something that makes a reader want to get to know you better - a detail they'll remember. And be sure to let people know what kind of connections you're seeking!

6.



If you want the full scoop supercharging your summary, check out this FREEBIE:

**YOU IN 2000 CHARACTERS OR LESS**

If you'd like to see some SUPERCHARGED SUMMARIES...read on!

I've helped hundreds of clients create profiles that have led to jobs they love and new business opportunities that have changed their lives!

Many of these clients have told me that BEFORE & AFTER samples were EXTREMELY HELPFUL!

SO...I'm sharing THREE of my favorites with you here!

**READY...LET'S GO!**

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## EXAMPLE



## TERRI

Terri is a public relations pro. She was recently promoted to the Vice President of Communications at the non-profit she works for. As she began focusing on making new connections and growing publicity opportunities for herself and her organization, she knew she needed her LinkedIn profile to shine.

Terri joined my Pump Up Your Profile course and took her profile to the next level. Here's a look at her summary before and her summary after.

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## BEFORE

Terri is a media strategist who has pitched stories for organizations ranging from large nonprofits to government agencies. She has earned press coverage in numerous top-tier media outlets, ranging from The New York Times and NBC Nightly News to The Atlanta Journal Constitution and FOX News. Terri currently leads communications for Lutheran Services Florida where she drives public relations activities and crisis communication efforts. A Masters of Public Administration and Bachelor of Journalism graduate from the University of Missouri, Terri also has worked for governors of Missouri and Florida, the Missouri Secretary of State's Office and Department of Public Safety, and the Florida Department of Children and Families.



## AFTER

Growing up in the 80s, I spent all my allowance money on spy tech gear! My parents thought I would become a CIA operative. Instead, I chose a career in communications. All the hours spent listening to conversations made me a storytelling pro. Today, as the Vice President of Communications for Lutheran Services Florida (LSF), I use these skills to craft winning communications and public relations strategies.

Throughout my career, I've achieved a lot my parents are definitely proud of (even without a federal badge):

- I've been appointed to government communications positions in two political administrations (Florida and Missouri).
- I've built marketing and communications departments from the ground up for LSF and the Missouri Department of Public Safety including the implementation of media and social media policies as well as policies to approve all marketing materials to protect the brand.
- I've helped CEOs find their voice and learn to market themselves internally and externally.
- I've landed stories in and on top national news outlets including the Huffington Post, New York Times, Fox News and NBC Nightly News.
- I've led crisis communications through 19 federally declared disasters and 10 high-profile child death cases.

People say my ability to execute creative ideas and measure their impact is my special sauce. And speaking of sauce, my favorite pastime besides watching the news is cooking. I like to do them together while sipping Pinot Noir. If you want to up your communications game or simply try the latest cooking vessel on the market – let me know. I have tips for both. Sous Vide anyone?

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## EXAMPLE



### BOB

Bob's an uber talented, extremely versatile business leader. After a long career in finance, Bob was called to serve as the Executive Director of a fledgling nonprofit. Within two years, he managed to stabilize the organization and position it for growth. Bob then decided to return to the private sector.

Bob realized he needed to polish up his profile to attract opportunities that aligned with his current career goals, so he joined my Pump Up Your Profile course. Here's a look at his summary before and his summary after.

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## BEFORE

Proven business leader who has spent most of my career in the business side of things having worked primarily in the investment and private equity industry. Claiming to be a “businessman who also happens to have a law degree” (a compliment received more than once), I bring a fresh and unique perspective with a broad multi-functional skill set. I worked in private equity and corporate finance including having lived and worked in Germany running an advisory firm.

Most recently, I was Executive Director at Defy Ventures Colorado, a Colorado nonprofit that provides entrepreneurship, employment, and character development training to currently and formerly incarcerated men and women. Taking the major step from the private sector to the public sector, I was drawn to Defy Colorado based on the power of second chances, an affinity for the underdog and the opportunity to help redeem one of America’s most costly social problems.



## AFTER

When it comes to troubleshooting big hairy problems, I'm the "go to guy". The business fundamentals I picked up as an MBA student combined with the logical reasoning skills I honed in law school prepared me to tackle challenges others find impossible. I bring a broad skill set to any role, but feel extremely comfortable serving as a visible leader and "face of the business".

Over the past 20 years, I've developed deep expertise in private equity and corporate finance. After a career in private practice and a position as Senior Counsel for an investment firm, I joined Summit Investment Management as General Counsel in 2003. There, I was quickly named an equity partner and spent 10 years representing Summit and joint venture partners in many high risk/high return deals.

In mid-2012, a strong European market and a long-standing desire to live in Germany, led me across the pond where I founded the Omer Legal Group (OLG). With offices in the U.S. & Germany, OLG maintained an international presence and excelled in advising clients around the world.

Upon returning to the U.S. in mid-2017, I was appointed the Executive Director at Defy Ventures Colorado, a fledgling nonprofit that provides entrepreneurship, employment, and character development training to currently and formerly incarcerated men and women. Leaping from the private sector to the public sector felt like a stretch, but I was drawn to the cause based on the power of second chances, an affinity for the underdog, and the opportunity to help redeem one of America's most costly social problems. Within a two-year period, Defy launched in 3 prisons, graduated 200+ men and women from our entrepreneur in training program, facilitated over 400 volunteer visits to prison, and raised \$1M+.

Today, I'm refocused on expanding OLG. We specialize in: Corporate Finance, Private Equity, Joint Ventures, Restructuring, Distressed & Special Situations, Mergers & Acquisitions, Asset Management, Regulatory Compliance and instead of Capital Raising.

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## EXAMPLE



## CAREY

Carey is transforming lives by driving chronic illness and rare disease research and empowering individuals to take charge of their health. Her mission is so inspiring! She made the jump to healthcare after many years in the tech industry. As her career evolved – her LinkedIn profile stalled – so Carey decided it was time for an update.

Carey joined my Pump Up Your Profile course. Here's a look at her summary before and her summary after.

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## BEFORE

I have founded and delivered highly effective market position and strategic growth opportunities for early stage companies in the healthcare, non-profit, supply chain, retail and manufacturing sectors. My personal passion is empowering healthier lifestyles, high performing teams and better outcomes in chronic and rare disease care. I founded WellSelf 360 to do just that - help to connect the dots between behavioral and clinical care through people, process and technology.

With more than 20 years of experience as an insanely curious solution finder, business and lifestyle coach and consultant, I have many roles in life including mother of four, collegiate and professional basketball player, corporate leadership in the private and non-profit sectors, entrepreneur, rare disease warrior, whole health educator, patient advocate and population health executive.



## AFTER

Even as a little girl, I knew how to throw a ball and a really good punch! That's just what happens when you're raised by a three-time NBA All-Star.

Growing up around everything basketball gave me incredible insight on what it takes to build the mindset, knowledge, discipline and resilience to optimize athletic performance. The moment I realized my own son would be facing a rare, incurable progressive disease, my will to win kicked in. With few treatments and no cure, I knew that I would have to apply everything I knew about being an athlete to helping him fight for his health and a better life.

That 'aha' moment changed the trajectory of my life. I immediately dove into a leadership role for a research focused rare disease organization and an educational journey to professionalize and certify much of what I had learned intuitively as an athlete and coach for 25 years.

My early career focused on building scalable supply chain technology solutions to connect silos and streamline data flows. After 12 years in rare disease research partnering with the most amazing clinical minds, I've realized that clinical research faces many of the same challenges that early supply chains battled. I'm often blown away at the disjointed and outdated data collection strategies that dominate the landscape, sacrificing discoveries, quality of life and hope.

My focus today is on helping to connect the dots, spark 'aha' moments, and to create a brighter future for people facing chronic and rare diseases. I help individuals to live well and clinician researchers to build discovery ecosystems.

MY CLIENTS SAY, I AM:

- A tenacious problem solver with a "wide angle lens" that helps me see around corners
- A skillful, empathetic listener with a sense of humor who is easy to talk to
- Strategic by nature, resilient under pressure and eternally optimistic

On a mission? May I help? Let's connect.

I hope these BEFORE & AFTER summaries will help you supercharge your summary.



But if you find yourself struggling – my Pump Up Your Profile course is here for you! 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 MODULES INCLUDE:

### 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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