

# LinkedIn Summary Template

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**BACKLINKO**

So you just applied for a job. Well, the first thing a hiring manager will do is look at your summary. And even when you're not actively looking, recruiters will check it out.

(Or if you're the one recruiting, candidates will take a look as well.)

It's a major opportunity to let people know why they should work with you.

Think of it this way: your LinkedIn summary is the ultimate cover letter.

**Without further ado, here's your LinkedIn summary template.**

Replace the example text in each section with your own.

## **Part 1: A Catchy Lead**

Only the first two lines of your LinkedIn summary are shown by default. The rest is hidden behind a "see more" link.

That means those first lines have ONE purpose: Make them click "see more".

Here are a few ways you can do that:

**Get personal.** Even better if you phrase it as a story.

For example:

*I've been a marketer since I was 6 years old. The first job I ever had was...*

**Social proof**, if a prominent figure or media outlet has talked about you. Or if you've worked with large brands.

For example:

*"Ashley is the best financial analyst I've ever seen." - Tim Cook*

**Impressive numbers or accomplishments.** Specific accomplishments make a strong impact. Especially if they're backed up by numbers.

For example:

*I've closed \$18M in ERP software sales since 2017, consistently exceeding my quotas by 40% or more.*

## Part 2: Your Mission

Now that they've clicked "see more", it's time to deliver the goods.

**Start by telling them what you do and why.**

For example:

*\_\_\_\_\_ is my passion. I wake up every morning excited to \_\_\_\_\_.*

*Why?*

*In my 13 years of designing websites, I've found that \_\_\_\_\_.*

**Then, get a little more specific.**

For example:

*My specialties include SaaS UX Design, Motion Design and UX Writing.*

## Part 3: Show Them You're The Best

In this section, it's time to show off your past successes. And the value you can provide.

Tip: Use [bullet points](#) to make this section more skimmable.

For example:

*My accomplishments include:*

- *Increased division sales by an average of 31% per year over the last 5 years (compared to an industry average of 7%)*
- *Included in Forbes 30 under 30 (2018)*
- *Won 2020 Brand Impact Award for "Taco Tales" Taco Bell commercial*
- *Grammy nominated as drummer for Panic! At The Disco*

You can also include a "What others say" section here if you'd like to call out any quotes or testimonials not included above.

## Part 4: Call To Action

Optionally, you can finish your profile summary with a call to action.

For example:

*Want to learn more? I'd love to hear from you. Reach out to me here on LinkedIn, or DM me on Twitter: @example.*

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And that concludes this LinkedIn summary template. I hope you found it useful. If so, be sure to check out our [Digital Marketing Templates Library](#) with 20+ other marketing templates.

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