

LinkedIn Profile Summary Template

(Maximum of 2,000 characters)

WHAT I DO IN _____ WORDS OR LESS...

I deliver _____ to _____.
[PRIMARY BENEFIT] [TARGET AUDIENCE]

Essentially...

I allow you to focus on _____ INSTEAD of failing at
[PROSPECT'S CORE BUSINESS]

_____ and I eliminate your STRESS
[PROSPECT'S PAIN]

about _____.
[ANOTHER PROSPECT PAIN POINT]

► CLIENTS I SERVE:

_____, _____, _____

► HOW I SERVE THEM:

We offer _____ that solve
[YOUR COMPANY'S FEATURES]

[PROSPECT'S PAIN]

► SPECIALTIES:

_____, _____, _____

(Keywords related to your business)

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► UNIQUE EXPERIENCE:

Your unique background experience that makes you the perfect person to solve your prospect's need.

Call-to-action (Send me an email, call me, etc.)
