



University of Phoenix®

# LinkedIn guide

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can be the key to helping you with your career search.  
Many recruiters use LinkedIn to vet candidates,  
and over a million people worldwide have landed  
jobs through this networking site.

## In this guide...

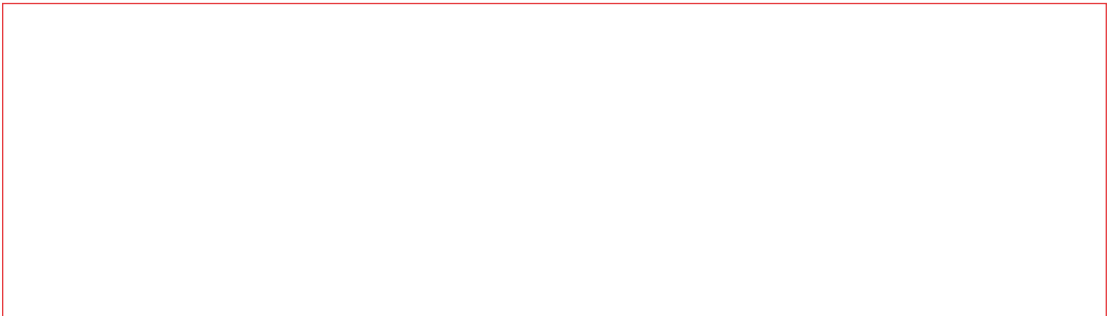
YOU'LL LEARN FIVE STEPS TO BUILDING A STRONG PROFILE

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- 2 ) W X E F P M W L ] S Y V G V I H I R X M
- 3 ' V E J X E W I E V G L E F P I L I E H P I
- 4 Write a descriptive summary
- 5 Start making connections!

TIP







# 4 Write a descriptive summary

CREATE A LINKEDIN SUMMARY THAT SHOWCASES YOUR STRENGTHS AND PERSONALITY

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about three paragraphs with no more than three sentences per paragraph.

Imagine your career as an epic tale with you as the hero of the story. Tell people what you do, why and to what end.

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Example: Sammi, The Accounting Student

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a business that will positively change the world while  
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preparing for the change and what fascinates you about where  
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Example: Andrew, The Career Changer

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and analysis. I am combining my background in law  
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better place.

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## Start making connections!

CONNECT WITH PEOPLE YOU KNOW OR WANT TO KNOW

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These 1st-level connections are some of the most

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may be willing to connect with you.

