◀ **Project:**
Improve Your LinkedIn Profile

≡   Use Your Elevator Pitch on LinkedIn

SEARCH   🔍

RESOURCES

CONCEPTS

✓   3. Why Use an Elevator Pitch

✓   4. Create Your Elevator Pitch

✓   5. Use Your Elevator Pitch on Lin...

✓   6. Create Your Profile With SEO In ...

      7. Profile Essentials

      8. Work Experiences & Accomplish...

      9. Build and Strengthen Your Net...

      10. Reaching Out on LinkedIn

      11. Boost Your Visibility

      12. Up Next

      13. Project: Improve Your LinkedI...

💡 **Mentor Help**
      Ask a mentor on our Q&A platform

🗗 **Peer Chat**   2
      Chat with peers and alumni

Communicate Your Elevator Pitch in your LinkedIn !

Let's take another look at Chris's elevator pitch:

> Hi, I'm Chris, a Full Stack Software Engineer who loves building education produc
> developed a web app using AngularJS that lets teachers share student writing san
> I'd love to combine my passion for learning and teaching with my software develo
> continue building personalized learning products for people.

Use the same talking points for your LinkedIn summary, which may be the first t
your profile. When recruiters (or anyone else) search on LinkedIn, keywords from
contribute to your rank in search results.

LinkedIn Summary Guidelines

- Keep the summary to 3-5 points maximum.
- Use numbers where possible.
- Always use active instead of passive language.
- Include a call to action so that people are more likely to contact you for mo

See how Chris uses the same elevator pitch to craft his LinkedIn summary:

Time to prepare your pitch!

Take 30 min to develop your elevator pitch and check off the tasks belov