Your LinkedIn profile should emphasize your professional accomplishments and career goals. Start by identifying “keywords”, then incorporate these into your headline and summary.

**Identifying keywords**

1. **Strengths:** What are your strongest skills? What are your skills that others have acknowledged? Which of these skills do you want to use in the future, and which would you rather not use every day?

2. **Goals:** What skills are you working on strengthening? What skills do you want to learn in the future?

3. **Passions:** If you won the lottery, how would you spend your time? What are your favorite activities? What transferable skills underlies these activities? (ex. Love of reading shows desire to learn constantly; video game hobby requires communication skills and dedication, etc).

Examine the lists above and identify five keywords that encompass your strengths, passions, and goals.

1: __________________________

2: __________________________

3: __________________________

4: __________________________

5: __________________________