



# THE BOOTH

photo & video

## Headline

- 120 characters or 20-24 words.
- Grabs attention.
- Not just title
- add value proposition, descriptors, etc.
- use keywords

## Summary

- About section = Summary=Elevator Pitch
- 2000 characters or 350-400 words.
- Minimum 40 words. We aim for 200
- Write in 1st Person POV
- Build your case for what you do and why you do it.
- Differentiate yourself but speak to your audience in a way that makes sense to them.
- Keywords and phrases that are specific
- How you want to contribute to the world professionally
- Guiding principles inside and outside of work

## Experience and Education

- Closest thing on profile to resume
- 2000 characters per entry (350-400 words) but keep it around 100 words/entry
- Paragraph form
- include relevant jobs
- impressive stats, achievements and everyso people can search foryou
- rich media (photos, videos, presentations). Ask your company for help resources.

