# **Guidelines for Developing Your Summary Statement**

Your positioning statement must:

1. State succinctly what your professional identity is (i.e. “Financial Planning Professional” or “Marketing and Sales Professional”) and convey approximately how many years of experience you have
2. State industries or functions in which you have expertise
3. List specific strengths (i.e. problem solving, team-building, leadership, etc)

## Crafting Your Summary Statement

Use the template below to jump-start your draft, and then feel free to rewrite and fine-tune until you have something that works well.

I am a (provide professional "tag" or identifier, and also indicate your level)

With years’ experience in (indicate industries and/or functions)

I have specific expertise in (indicate roles or functions, detailed skills, etc. if applicable

My strengths include

I am seeking an opportunity (describe the type of position you are seeking – not the title- as precisely as you can; along with how you can contribute)

**Sentence Connectors:** Use these connectors at the beginning of sentences to introduce your topic and make the Summary Statement sound professional.

* Experience includes
* Well known for
* Acknowledged for
* A Track record of
* Strengths include
* Recognized for
* Particular expertise in
* Recognized by peers for
* Acknowledged by supervisors for
* Received awards for
* Co-workers look to me for