

PERSONAL BRANDING - ONLINE

YOUR LINKEDIN LABORATORY - INSTRUCTIONS

LinkedIn is the perfect spot for expressing your authentic professional voice. As you reflect on the exercises you've worked through in this chapter, use the worksheet in the companion guide to transform your professional profile from generic to magnetic:

STEP ONE: Audit Your Current Profile: Score each element (headline, summary, experience) from 1-5 on authenticity. Where are you using generic language or holding back your true perspective?

Headline:

Summary:

Experience:

STEP TWO: Headline Revision: Write three alternative headlines that express your professional value in authentic language. Choose the one that feels most genuinely you.

STEP THREE: About Section Rewrite: Draft a new summary that:

- Opens with a magnetic Hook drawn from your authentic experience
- Expresses your unique approach to your work
- Includes specific examples that demonstrate your distinctive value
- Uses the first-person voice to draw the reader in
- Closes with a clear indication of what you're seeking or offering professionally

STEP FOUR: Experience Highlighting: For each role, identify the accomplishment you're genuinely proudest of—not just the most impressive on paper. Highlight these authentic wins prominently.

STEP FIVE: Content Planning: Identify three topics you genuinely care about in your professional field. Plan to create or share content around these topics regularly.

STEP SIX: Review: Check for jargon, fluff, and “AI speak”

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LinkedIn

Updated headline

Value-Centered Summary (Use “I”)

Most important accomplishments to highlight:

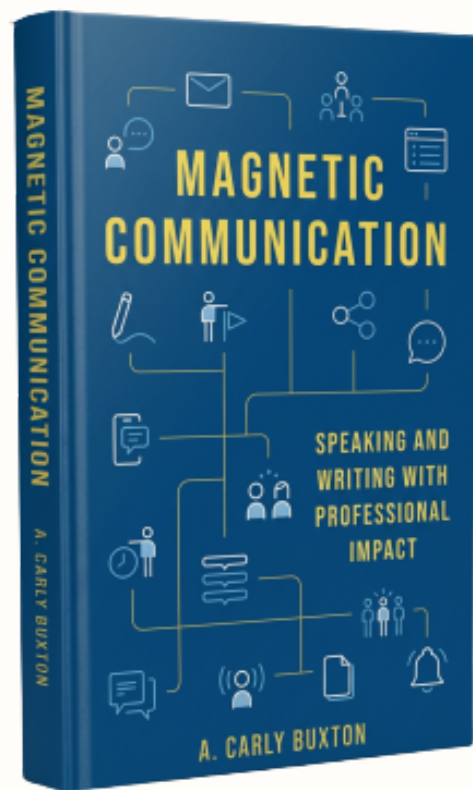
Content ideas (3 topics):

Jargon check: Have you used words you’d genuinely use in conversation?

Keep it Magnetic

This resource is free to use and share with attribution. It is drawn from the research and frameworks in *Magnetic Communication: Speaking and Writing with Professional Impact* (Bloomsbury Academic, 2027) by A. Carly Buxton, PhD.

carlybuxton.com/magnetic



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Workshops

