

Simple, Clear & Uniquely Yours LinkedIn® Recommendations

Fast & easy steps to take the pain out of writing recommendations.

Some people really struggle with writing a recommendation for someone. To ease your pain, here are some suggestions for creating a LinkedIn recommendation (or any recommendation) that stands out from the crowd.

Keep it simple

1. How do you know the person?
2. **Examples:** You worked together at the same company, You or your company hired the person as an independent contractor
3. How long have you known or worked with the person?

Keep it clear

1. Match the person's skills you observed with what that person is doing now.
2. **Examples of transferrable skills:**
 - **Communication skills:** Good listener, articulate, communicates clearly, collaborates well at all levels, team player
 - **Leadership skills:** Builds support, inspires confidence, decisive, delegates effectively, takes ownership, calming influence
 - **Problem-solving skills:** Resourceful, creative thinker, focused
 - **Time management skills:** Organized, sets priorities, attention to detail, delivers on commitments
 - **Change management skills:** Flexible, adapts to situation, works well under pressure, embraces change

Tip: Use the person's profile for ideas or keywords



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Keep it uniquely yours

1. What do you like best about the person?
2. Be specific about what you like. Describe attitude, knowledge and skills.
 - **Attitude:** Dedicated, hard-working, strong work ethic, positive, optimistic, cheerful, can-do
 - **Knowledge:** Graphic design, social media, marketing, industry-specific (identify industry)
 - **Skills:** Choose your favorite(s) from list of skills
3. What did the person contribute to your overall results?

A Simple Recommendation Formula

How? How do you know the person? How long?

What? What skills does the person have?

Why? Why do you recommend the person?

#1 TIP: BE SINCERE

Putting it Together

Here is an example using the simple steps.

My company hired Rita Jones as an independent graphic designer. I worked with Rita on several marketing projects over the last two years and highly recommend her as an experienced and skilled graphic designer. Rita's positive approach to each assignment and her ability to translate our ideas into top-notch designs elevated our marketing efforts to a completely new level. If you want outstanding results delivered on time and within budget, Rita is a professional graphic designer you'll want to meet.



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