

LinkedIn Summary Drafter

Companion worksheet to "The Right Way to Summarize Market Reports on LinkedIn"

A LinkedIn summary is not a compressed report; it is the selection of the single most interesting observation, framed as a standalone insight that links back to the full piece. The post and the report have different jobs. Use this worksheet to find the hook and shape the four parts in 200 to 400 words.

1. Find the hook

Open your latest market report. Which single observation is the most surprising or counterintuitive? That becomes the hook; the rest stays in the report.

The one number, and the surprising thing about it:

2. Draft the four parts

Each part does one job. Keep the whole post readable on the scroll, without expanding it.

Hook — the single surprising observation, in plain language (1 to 2 sentences)

Context — why it matters or what changed (2 to 3 sentences)

First-hand — what you are seeing on the ground; the part no national source has (1 to 2 sentences)

Link-back — one line to the full report, not a pitch

3. Cut these before you post

Any one of these turns a strong summary into a generic post. Check each one off the draft.

- ☐ **A "key takeaways" opener**
The phrase itself signals compressed-from-elsewhere content. Lead with the observation.
- ☐ **More than one data point**
One number is enough; three become a stats dump and lose the focus.
- ☐ **Generic market commentary**
"The market is shifting" with no specifics. Readers and AI both pass over it.
- ☐ **A sales call to action**
"Reach out with questions" reads as a pitch. The link back is the implicit call to action.
- ☐ **A hashtag stack**
Eight tags signal a templated approach. Two or three, or none, is plenty.

4. Your commitments

This week.

Pull your last three LinkedIn report summaries; mark which led with the observation and which led with "key takeaways." The pattern to break:

This month.

While drafting your next report, mark the most counterintuitive observation as the hook before you finish, then write the summary the same week. The hook:

Ongoing.

Pair every report with a LinkedIn summary in the editorial calendar: two outputs of one editorial decision. My pairing rule:
