

Authenticity Audit + Buzzword Cheatsheet

Create a LinkedIn profile that builds trust, gets noticed, and reflects who you really are. This quick-reference guide will help you replace overused buzzwords with clear, results-driven statements, and polish your profile so it attracts the right kind of attention.

Authenticity Audit

Ask yourself:

- ☐ Does this phrase say anything concrete about what I've done?
- ☐ Can a client or recruiter visualize my role in solving a problem?
- ☐ Would I actually say this out loud in a conversation?
- ☐ Am I using real metrics, outcomes, or feedback to support my claims?
- ☐ Have I replaced generic buzzwords with specific, results-driven copy?
- ☐ Does my tone reflect how I genuinely communicate with clients or coworkers?
- ☐ Are my listed skills and accomplishments backed by real projects or proof?
- ☐ Am I showing how I add value, or just saying I'm valuable?
- ☐ Do I sound like a real person, not a job description or AI bot?
- ☐ If a client hired me based on this profile, would I be able to meet their expectations?

If not, rewrite it. Your future clients (and your credibility) will thank you.

Buzzword Swap Chart: From Cringe to Credible

Buzzword	Rewrite	Why it works
Strategic thinker	Launched 3 market entry plans that grew revenue by 45%	Shows specific outcomes instead of vague traits
Results-driven	Increased qualified leads 3x with optimized landing pages	Proves results with a measurable metric

Passionate

Organized and led a free monthly workshop series on design thinking, attracting 500+ attendees over a year

Shows long-term commitment, community engagement, and initiative, all of which signal passion without needing to say so

Team player

Collaborated cross-functionally with sales and ops to reduce churn 18%

Highlights real team outcomes over generic phrasing

Motivated self-starter

Took initiative to build an internal tool that saved 10+ hours/week

Reframes initiative as tangible value

Thought leader

Spoke at 4 industry events on remote work trends

Earns credibility with real-world authority

Innovative

Developed a new onboarding workflow that cut ramp time in half

“Innovation” is better shown through problem-solving and impact

Excellent communicator

Led weekly stakeholder syncs across 3 time zones

Demonstrates communication through real context

Entrepreneurial

Launched two profitable side projects while consulting full-time

Makes “entrepreneurial” mindset concrete

Dynamic professional

Designed and managed a product launch with 120K users in 3 months

Avoids empty buzzwords by focusing on scope and results