

LinkedIn 'About' Best Practices

- 2,600 characters

1st Paragraph

Reel in your ideal client/audience by speaking directly to them and their pain points. **One method** is to ask 3 – 5 qualifying questions that really get to the heart of the matter. Show you understand their challenges.

Another method is the 3 – 5 sentence story. What is one of the largest challenges you ever had with a client? No names. No dates. No company name. Simply state:

Problem --> Solution --> Result

Stories are powerful. It is also an example of what you do. Showing, not telling.

2nd and 3rd Paragraphs

Establish your credibility, tell your Target Audience how you bring results. (Job Seekers – yours is your ideal employer) What sets you apart from the competition? Why do you do what you do? What is your passion? What do you love about it? What is it like to work with you? Talk about process

Vertical Bulleted List

Give the eye a lot of dense info quickly. Provide value. Could be a list of the results you bring, specialties, list of services, Areas of expertise, projects you've managed, companies you've worked with, the problems you solve, the industries or individuals you serve...

CTA

Call to Action – what action do you want someone looking at your profile to take? Visit your website, call you, signup for a newsletter, watch a video, schedule an initial consultation... Add a calendar link, phone #, weblink, whatever is appropriate.

Maybe one more short paragraph about what you do, workshops, public speaking, volunteering, how you got started, who you've worked with.

Personalization

“When I’m not helping top executives communicate clearly, I like _____ hiking, writing, volunteering, international travel..... Unique hobbies and travel experiences are super. The more personal, the better. Sports teams, alma mater... What are you passionate about? One of the CEO’s I worked with talked about how his daughter was teaching him to moon walk properly. What a great conversation starter/ice breaker!

Look at other professionals in your industry and borrow from their ideas. Be inspired. First person – talk directly to your client. 3rd person is considered too stuffy and removed for LinkedIn. It is Social media. Business is personal. We make emotional decisions and back them up with facts. Make your summary personal.

Add some color with some emojis as seems appropriate. If you are in a conservative industry like Financial Planning, Law, Insurance – maybe not. But if you are in a creative industry, it is expected that you walk the walk. Marketing, Sales, Communications, Graphic Design, Coaching, ... I have a video on my YouTube Channel for this.

Look at profiles of people in your industry. Steal ideas from them. Don't try to reinvent the wheel. Adapt what you see on FB, IG and LI. Make it yours! That is the essence of Professional Branding.

One Last Note - Statistics

Statistics are 'sticky' on LinkedIn. Numbers get found. They also add that logical appeal we are looking for to know we've made a great decision. Add them wherever they are appropriate.

Notes: