

DRAFT YOUR LINKEDIN ABOUT SECTION: TEMPLATE



Draft Your LinkedIn About: Template

In this guide, we're tackling how to draft your LinkedIn About section.

Of all my Modern PR consulting, I spend a significant chunk of it working with business owners and corporate professionals defining their LinkedIn positioning. After visiting your website, LinkedIn is often the next place people go to learn more about you. Not only does the platform offer a snapshot of your work experience, it also helps people understand the central throughline of your work and the industry conversations you're most actively engaged in.

LinkedIn profiles run the gamut—from multi-paragraph career deep dives to more sparse and high-level overviews. As you consider your own thought leadership positioning, you may be wondering how to make the most of your LinkedIn real estate and, more specifically, how to approach writing the About section of your LinkedIn profile. Is it your bio? A running list of career highlights? Something different altogether? What's the tone you want to strike: professional, personable and informal, something in between?

In this guide, I share the approach I use for drafting compelling LinkedIn About sections and the three questions every About section should answer. I also walk you through four real-life About section examples, with varying content approaches and tones, to inspire your own drafting.

THE THREE QUESTIONS YOU WANT TO ANSWER FOR PEOPLE

Where bio writing is pretty formulaic, I like to take a more story-driven approach to writing your LinkedIn About section. The benefits of this approach are three-fold: First, LinkedIn is heavy on boasting professional accomplishments, but profiles can also read business jargon samey-same after a while. Using the About section to tell a story vs. repeating your bio is an immediate differentiator and helps people get a sense of your personality beyond your skills and experiences. Second, using this section to tell a story allows you to articulate the meaning and throughlines of your experiences in a way a running list of past accomplishments do not. Finally, crafting this story is a clarifying internal exercise. It helps you get comfortable articulating the arc of your career and identifying the experiences, strengths and core theme(s) you most want to highlight.

Before I walk you through the four LinkedIn About templates, here are the three questions we want this section to answer:

1. What is the central theme or philosophy of your work?

From a positioning perspective, we call this a number of different things: your purpose, your philosophy, your "why," your career throughline. Whatever language most resonates, the crux of this message is the same: What central theme or belief runs through everything you do? As both consumers and employees look to work with people whose values align with their own, articulating what you believe and the intended impact of your work should be one of your leading messages.

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In Ssanyu's example, you'll see that she begins her profile by outlining her philosophy: *My work is driven by a core philosophy: That we have the ability to heal ourselves and that healing is multi-dimensional and requires an embodied, integrated approach.*

Peter takes a similar approach, beginning his LinkedIn profile with the following: *The consistent narrative of my 30-year career is my ability to create, build, transform, and grow organizations and their brands.*

2. How can you organize your career wins and life experiences to most powerfully underline your credibility and expertise?

While the experience section of your LinkedIn profile gives people a chronological snapshot of your work to date, it doesn't offer an easy way for you to communicate how the combination of your experiences—including those outside of work—have given you your unique set of skills and/or purview. But in the About section, we get to tell these stories.

Christina's example does a great job of this: *As the daughter of a State Department employee, I grew up traveling the world. It's where I honed the ability to synthesize diverse ideas, influences and sensory experiences into boundary-pushing creations. Often explained by clients as a "translator," I specialize in absorbing various inputs and turning them into interconnected, rare spaces.*

3. What are the top strengths and skills you bring to any project?

Finally, LinkedIn profiles, like resumes, tend to be heavy on accomplishments and lighter on explicitly communicating your innate strengths and skills. The final question this section should answer is: What strengths and skills do you bring to the table? Rather than forcing people to connect the dots themselves, this section is a great place to directly call out what your natural strengths alongside your experiences.

Here are two paragraphs from Bryan's About section that do this well:

As a specialist in negotiating high-value deals in complex markets, and both an explorer and completionist by nature, I'm skilled at spotting opportunities at the edge of the industry and designing strategic frameworks and processes needed to capitalize on them.

Additionally, I've demonstrated the ability to build consensus among internal/external stakeholders; navigate with conviction and decisiveness, especially in high pressure moments; and enhance high energy work environments that bring out teamwide, career-best wins.

Now let's take a look at the four examples.

The Templates

Template #1: Philosophy and Career Highlights

In this first version, Ssanyu uses the first two paragraphs of her About section to share her philosophy and the intended impact of her work. Then, she uses bullet points to highlight her top career wins. If I were to distill Ssanyu's LinkedIn About section into a high-level outline, it would look like this:

- Para #1: Core philosophy
- Para #2: What I Do and Impact
- Para #3 and on: Career highlights

For people who prefer a more succinct profile, this is a great option. Here's what this looks like:

VERSION #1: SSANYU BIRIGWA, NARRATIVE MEDICINE CLINICIAN & INDIGENOUS BONE HEALER

My work is driven by a core philosophy: That we have the ability to heal ourselves and that healing is multi-dimensional and requires an embodied, integrated approach.

Through narrative medicine training, indigenous healing modalities and my integrative Pause3 method, I teach people and brands how to heal themselves through story. More broadly, my work builds healthier communities and cultures by providing organizations with tools to actively listen, openly communicate and create psychological safety within groups and teams.

Career Highlights:

- I was the recipient of the 2016-2017 Columbia University Narrative Medicine Fellowship.
- I've led workshops on trauma, burnout, equity and social change and leadership development for Justice League NYC, Black Lives Matter, NYU, the Soros Foundation in Uganda and Rwanda, Columbia, Kripalu and more.
- I've lectured about the intersection of spirituality and health at universities around the world, including the Sorbonne Universite Paris; John Hopkins Interprofessional Telemedicine Education Symposium; the Saint Lukes SLUHN Diabetes Symposium and more.
- I co-founded the Peace & Happiness Foundation to fund and empower Ugandan Women Shea Nut gatherers, with products distributed to the US cosmetic market from 2008 - 2015.
- Through the Peace & Happiness Foundation, we funded highly successful socioeconomic and arts empowerment projects in Uganda for young people.
- I was a nonprofit executive with 15+ years experience with a competitive track record for building healthier communities and cultures.

The Templates

Template #2: Leading with Experience and Strengths

In this second version, Bryan tells the story of his career through his leading strengths and cumulative experiences. If we were to distill Bryan's About section into an outline, it would look like this:

- Para #1: Intro
- Para #2: Leading strength
- Para #3: Career experience
- Para #4: Career experience
- Para #5: Leading strength
- Para #6: Leading strength
- Para #7: Philosophy
- Para #8: CliftonStrengths

This is a great template for those of you who want to more explicitly highlight your skills and strengths. (If you'd like to explore how to better identify and articulate your strengths, be sure to download **Articulating Your Innate Skills & Strengths: Personal Branding Workbook**).

You'll find Bryan's example on the next page.

The Templates

VERSION #2: BRYAN LONG, U.S. POWER TRADING & ORIGINATION, GOLDMAN SACHS

I am a power and renewables V.P. with 17 yrs+ experience across various trading, origination and management roles resulting in deep understandings of the U.S. electricity markets.

As a specialist in negotiating high-value deals in complex markets, and both an explorer and completionist by nature, I'm skilled at spotting opportunities at the edge of the industry and designing strategic frameworks and processes needed to capitalize on them.

With proven performance in executing commercial power strategy through origination, pricing, structuring and analysis of physical/financial transactions, I have successfully closed conventional generation, renewable energy & battery storage off-take agreements across PJM, MISO, NYISO, ISO-NE, ERCOT, CAISO and WECC.

I also have extensive experience managing RFP & proposal responses, implementing strategic partnerships, developing sustainable investment plans in accordance with board-level directives, and have demonstrated leadership capabilities through coordinating geographically diverse teams of legal, contracting, credit and risk personnel.

I'm proud to be known for strong and established senior-level industry relationships throughout ISO/RTO, IPP, Muni-Coop, Public Power, Government, Investment Banking, Power Marketing, Corporate and growing C&I industry segments.

Additionally, I've demonstrated the ability to build consensus among internal/external stakeholders; navigate with conviction and decisiveness, especially in high pressure moments; and enhance high energy work environments that bring out teamwide, career-best wins.

As a promoter of competitive electricity markets - anchored on principles of customer sovereignty, transmission open access and transparent system operations - my work is driven by the belief that we can achieve more together than we ever can as individuals.

CliftonStrengths: Dealmaker, Relator, Intellection, Context, Self-Assurance, Input

The Templates

Template #3: Abridged Career Story

For those who prefer a more succinct About section, Christina's template is a great option. She uses the first paragraph to summarize the breadth and depth of her 20+ years of experience—it packs a punch! She then uses the second paragraph to tell the story of her “why” and the formative experiences that shaped her design inspiration. Christina's outline looks like:

- Para #1: High-level accomplishments
- Para #2: Story of why
- Para #3: Certifications

VERSION #3: CHRISTINA TELLO, INTERIOR DESIGNER & OWNER OF TELLO INTERIORS

With 20+ years of experience working at award-winning architectural firms and running Tello Interiors, I've been the driving creative force behind design projects in Portland and the Willamette Valley including The Atticus Hotel and Resonance Tasting Room. My work has been featured in Conde Nast Traveler, Portrait Magazine, Forbes, Oregon Home, Domino, Earnest, Sunset and more and won the IIDA 2019 Design Excellence Award.

As the daughter of a State Department employee, I grew up traveling the world. It's where I honed the ability to synthesize diverse ideas, influences and sensory experiences into boundary-pushing creations. Often explained by clients as a “translator,” I specialize in absorbing various inputs and turning them into interconnected, rare spaces.

I am NCIDQ certified and LEED accredited.

Template #4: Expanded Career Story

Finally, on the next page you'll find a more expanded About story. Peter takes us on a chronological journey throughout his career, highlighting not only his achievements but sharing context around why the wins were so meaningful. He also includes a paragraph about his personal interests, which dovetail with his professional experiences and further underline his commitment to the work.

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VERSION #4: PETER GROOME, PARTNER AT PLUM GROUP AND OWNER OF WPZG ADVISORY

The consistent narrative of my 30-year career is my ability to create, build, transform, and grow organizations and their brands.

In 2001 I took the entrepreneurial leap and founded Fathom Communications with a singular mission of helping companies create deeper connections with their customers. My inspiration for Fathom was based on a unique collaboration model that I had architected with other Omnicom Group agencies while a senior leader at DDB, and which ultimately culminated in an equity partnership agreement between Fathom and Omnicom that spanned nearly two decades.

As agency CEO, I helped lead Fathom's growth to three offices, over 70 employees, and a diverse client roster comprised of companies including AutoZone, ExxonMobil, Hasbro, FiatChrysler, LG, NBC Universal, PepsiCo, and Washington Mutual. Through our agency's work with these clients, and many others along the way, Fathom garnered a reputation for helping companies exceed their business goals through highly disruptive and effective marketing campaigns that rose above the limitations of traditional campaign and channel thinking.

After more than 25-years working in the agency industry, in 2019 I joined the team at Q30 Innovations to pursue a once-in-a-lifetime opportunity to lead a medical device company's transition from research and development to product commercialization as its first CMO. On a mission to help significantly and rapidly advance the company's marketplace mission of reducing brain injuries in sports and the military, I led every aspect of brand building, marketing strategy, and customer engagement for the launch and ongoing commercialization of the company's transformational Q-Collar product in Canada, and then in the U.S. upon receiving FDA-Clearance.

In parallel to my professional journey building and growing companies, my personal interests in expanding choice and competition in our country's political systems led me to cofound the Serve America Movement (SAM). As a member of the group's Board of Directors, I actively supported SAM's 2022 merger with two leading democracy-reform groups and served as the interim CMO to lead the launch of the newly formed entity, called the Forward Party.

Drawing on my combined experiences as agency leader, client CMO, and political advocacy advisor, I am currently focused on providing senior leadership, brand vision, and marketing strategy for entrepreneurial and purpose-driven organizations and advising business and issue advocacy leaders on strategies to lead and succeed in an increasingly politicized and polarized world.

Next Steps

Before you begin drafting your own About section, consider:

- What are the three - six strengths and/or experience messages you most want to drive home to people reading your profile?
- Which of the templates best reflect how you'd like to communicate your experiences and strengths?
- If you were going to adopt a similar approach, how might you trim or expand the outline to reflect your own story?
- Finally, of the four examples, which tone most speaks to you?

Once you've answered these questions and have a framework in place, build your own outline using each paragraph to articulate one of the messages you identified above. Then, flesh out those paragraphs with experiences, credentials, places you've been featured, etc. to help drive home your impact.

If you're wondering whether to write this About section in first vs. third person, I recommend first. It's more personal and, since most will assume you're updating your own profile, reads more genuine than a third person bio. On word count, aim for anywhere between 120 - 350ish words (about the length of Christina's example vs. Peter's example).

Happy drafting!

About Alex



Alex Honeysett is a seasoned Brand & Communications Strategist with 15+ years of experience leading communication and PR campaigns for corporations and small businesses in media, education, finance, fintech, professional services, healthcare and more. Alex has helped dozens of executives and business owners build intentional personal brands and human-centric PR and marketing strategies. She has landed executives guest blogs and op-eds in leading publications including the *Wall Street Journal*, *Entrepreneur*, *Fast Company* and *Inc.com*; speaking gigs at conferences around the world including SxSW, Emerging Women, CHRO Leadership Summit and more; and media coverage in outlets including *The Today Show*, *Mashable*, *BBC*, *NPR*, and *CNN*. Her own articles have been featured in *The Muse*, *Forbes*, *Inc.com*, *Mashable*, *Dailyworth*, *TIME* and *Newsweek*. As the founder of **Human at the Helm**, Alex helps values-driven business leaders more meaningfully promote their businesses and work.

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