




Writing a Powerful  
**LinkedIn**®

**About Summary for  
Sales Professionals**



# Writing a Powerful LinkedIn About Summary for Sales Professionals

Your About Summary is one of the first sections your audience or prospect will see on your LinkedIn Profile after the “Top of the Fold” section - headline, photo, and banner image. It has the job of attracting and engaging viewers, making them excited to schedule a call and have a conversation with you.

In this eBook, discover what should go in your About Summary to maximize all 2600 characters available, to make it about them and less about you, and make your audience say, “This is worth the investment of my time to read.”



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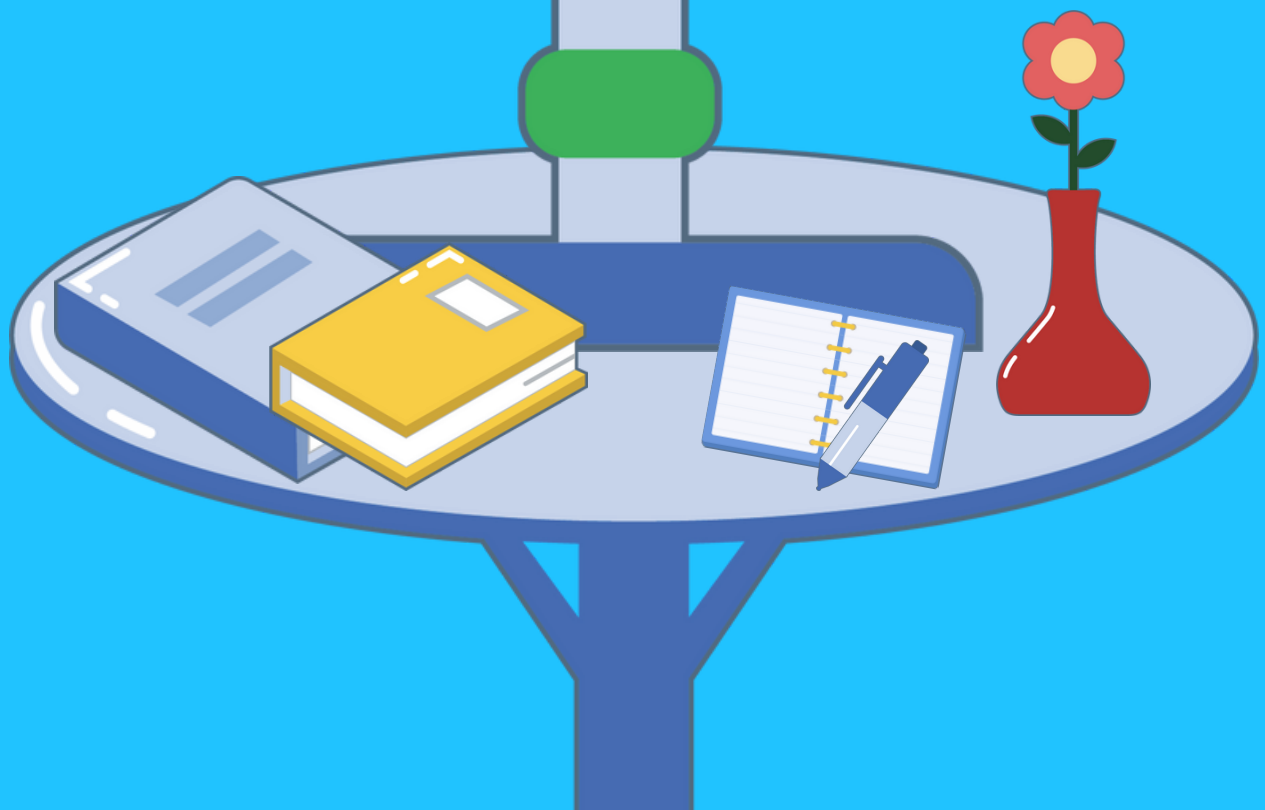
**But before you change anything in your profile:**

**Make sure to save your old profile in a PDF first by clicking “MORE” next to the Add Profile option below your headline and then selecting “Save to PDF.”**



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## What To Put In Your LinkedIn Summary (About) Section



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## Write About Their Challenge First

To create curiosity with your audience, you first need to show how you can resonate with their situation. Show that you have an idea of what challenge your target audience is going through by resonating that with your personal experience, either by talking to other people or being in the same situation before.





2

## Identify their Challenge with Your Solution

Don't say you have the solution to their problem. Instead, identify that you resonate with the challenge they're facing by briefly mentioning what you do and the people you have helped without getting into the nitty-gritty details.



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### Teach Them Something New

The main thing that you're going to do in your About Summary is to educate, and you do that by teaching them something new. Whether it's teaching them how to think differently, a new technique, or a new way to leverage something they didn't know before, all of these need to lead to your solution and not lead with it. Make your audience think, "Oh, I didn't know that. Tell me more! Why should I know about this?"







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## How You Help + Call-to-Action

After teaching them something new - now it's time to lead them to your solution. Start by writing about how you can help them fix or implement the thing they've learned from you, and then follow it with a call-to-action that could go like "So if you've resonated with this, and you are looking to explore new ways to do X, let's chat. Whether or not we decide to work together, I'm confident that our talk can bring some insights and value to you, right."





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## Make It Easy For Them To Reach You

Lastly, add your email, calendar link, and phone number after your call to action to make it easy for your audience to contact you. While there is a Contact Info above the About section and below your headline, it doesn't hurt (and might be more beneficial) to make it extra convenient for your audience to know how they can reach you.

### PRO TIP

If you're hesitant to put your phone number in your profile for everyone to access, you can set up a Google Number. [Here's how.](#)



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## TWO BONUS TIPS:

1

If you have a page that you want to take your audience to, you can add another call-to-action after your contact details directing people to scroll down to your featured section and click on precisely what you want them to click.

2

If you're curious about where you should place the details about what you or your company do in detail and what your role is in helping solve the problems of your audience - all of these should go in the experience section because all this stuff speaks to your experience.



# Connect with Us!



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 [/bobwoods](https://www.linkedin.com/in/bobwoods)

**Start More Sales Conversations  
by Leveraging LinkedIn**

**Join Social Sales Link's  
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(no ongoing commitment)



**Join Now: [socialsaleslink.com/membership](https://socialsaleslink.com/membership)**