

## **What should I write in the 'ABOUT' section of my LinkedIn profile?**

Your 'ABOUT' section is a summary of who you are?

What do you know?

What do you do and how do you do what you do?

It is the area in your profile where you get to define yourself in a brief synopsis showcasing yourself as the business professional that you are. This is the area in which to best describe yourself to be discovered and to expand your business networks.

Tell your story in an authentic and engaging way that captures the reader's attention. It is not enough these days to let your experience speak for itself. Be your own brand ambassador and make your professional online profile stand out.