



# How to Write a Killer “About” Section

**The 2 things everyone wants to know about you: “Who are you ... and why should I care?”**

The second we meet someone new (online or in person), our brains start trying to find a connection with that person: “Who are you, and why should I care?” Said another way ...

- “Do I know you?”
- “Where do you come from?”
- “Do we have anything in common?”
- “What do you do for a living?”
- “How can I help you?”
- “How can you help me?”
- “Is there any reason for me to get to know you better?”

Use the personal brand exercise to write your About section. Follow these guidelines:

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## How to write a killer about section

- **1<sup>st</sup> paragraph: Key Message** (this might be a comment about the industry or space you are in ... calling out a business problem you solve, what value you add. Clearly show your area of expertise!) *For example ...* Vehicle breakdowns recently hit a record high. AAA rescued 32 million drivers in 2015. While I hope neither of those situations happen to you, we want to be there for you if they do.
- **2nd paragraph (optional, but ideal):** Your personal “why.” Want the “WOW!” factor? This is the way to do it. A *brief* personal story (1-2 sentences) about what drew you to the business (or what keeps you) will draw the reader in, connect on a personal level + make them want to meet you. *For example ...* When I was five, my parents lost all their money in the recession AND they both lost their jobs. They had nothing in savings. It was a terrible time in my life. Once I figured out how to protect my own money, I had to go help others do the same. That’s why I’m a financial planner. I never want anyone else to go through what my family did.”

- **3<sup>rd</sup> paragraph: Your “prove it” statement.** A *brief* example that wows + demonstrates your expertise (business problem you solved, accomplishment, etc.) Use metrics whenever you can. *For example ...*

First, I care about taking care of people. Second, I care about taking care of business. Early in my career, I was nominated for a prestigious Emerging Leaders Council. That spurred me on to consistently beat my territory goals in sales, recruiting and implementation of company initiatives. Since moving into a leadership position in 2007 I have consistently beat by goals by 10-18% year over year. Recently, as a Sales Manager for 7 District Managers and 200 agents, we wrote total gross premiums in excess of \$200 million.

- **4<sup>th</sup> paragraph: Specialties** (what you do, and for whom. Key skills and expertise). *For example ... Specialties include: Vision, Strategy, P&L, Recruiting, Sales & Implementation.*
- **5<sup>th</sup> paragraph: Your company-approved LinkedIn summary.** *For example ...*  
AAA Auto Club Group offers safety, security and peace of mind through top-rated insurance products. Since 1902, the American Automobile Association has been leading the charge to make car ownership and travel a more pleasurable experience. We also offer auto, home, life, travel, boat and even bicycle insurance products.
- **Last line: your contact details.** *Newsflash:* Many people want to get off LinkedIn as soon as possible, and connect with you the good old-fashioned way: phone or email. Make it easy for them (or risk not hearing from them). I can share countless stories with you about people who missed out on the opportunity of a lifetime because someone did not know how to get in touch with them. It’s heartbreaking. If you’re worried about sharing your personal phone and email this publicly, set up a free Google phone number that will push to your cell phone, and create a new professional email address you can use.

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