



**Barker Business Solutions**  
Laura Barker, JD

## LinkedIn “ABOUT” SECTION TEMPLATE – 2600 Characters

This is one of the most important sections of your LinkedIn profile. Please use as close to the maximum # of characters as possible. This is essentially FREE ADVERTISING. I’ve broken it down into 5 parts so that you are sure to fit in all of the critical information that a prospective customer or JV partner would want to know.

Connections will turn to your profile beginning with first receiving your connection request. Please review the instructions for your ABOUT section and use this worksheet to write out each part.

### 5 Sections

1. WHO YOU ARE AND WHO YOU DO TO SERVE? Positioning Statement – Attention Grabber enticing them to click “see more”. Remember, only the first few lines will be seen so make them count. Always try to include a “so that” position statement- a WIIFM statement – why should I read more?

Example: Tired of throwing spaghetti at the wall? As a medical expert witness, I provide attorneys fact-based, industry standard, and accurate case evaluations SO THAT they can identify those cases that they can WIN before wasting time and money on lawsuits that won’t succeed.

YOUR TURN: Write out your attention-grabbing position statement:



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2. WHAT “ABOUT” ME? Continued...Then, it is all about **“ME”** – your ideal client – and **“MY”** needs. How do I know you understand ME? What I’m worried about, what keeps me up at night? What are **MY** 3 biggest issues that you can solve?

Often when I first encounter my clients, they seem to share certain things in common. They are struggling with \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. This has resulted in keeping them up at night, family arguments, financial strains. They are reason I’m in business – because I’ve been there (feel, felt, found). However, keep the focus on THEM!

YOUR TURN: Write out your Avatar’s 3 Biggest Issues showing that YOU understand their needs:



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3. HOW do you serve? What **methods** do you use and why are they important? Consider using ✓bullet ✓ points here.

YOUR TURN: Write out the methods YOU use to address their problems. Be specific:

4. WHY Should I work with you? RESULTS as evidenced by? Testimonials, books, articles, etc.

Clear statement of the RESULTS your customers can expect. You could use statistics to help bolster the overall need for your services if appropriate.

YOUR TURN: Write out the RESULTS clients can expect in as much detail as possible



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5. CTA (Call To Action) – What’s next? WHAT do you want me to do? HOW do I do it? And WHY should I bother?

How can folks connect w/ you and why is sooner better than later? Could use a quote here (best time to plant a tree? 20 years ago. 2<sup>nd</sup> best time: NOW). Let’s talk to map out the best way to nurture that tree for the fastest growth w/ long term sustainability. Include your contact information: phone, email, calendar link, website and anything else you deem important for them to connect with you.

YOUR TURN: Write out your CTA:

Some LinkedIn Profiles that provide good “about section” examples:

<https://www.linkedin.com/in/rafirodriguez/>

<https://www.linkedin.com/in/jennischierman/>

<https://www.linkedin.com/in/eavelyn/>

<https://www.linkedin.com/in/ann-sansbury-7515aa6/>