# Brainstorming content for your ‘About’ section

## If you’re struggling to know what to put in your About section, take a step back and use these brainstorming activities to draw out key words and phrases. Remember, your profile, and your about section in particular, should be positioning you for what’s next.

Activity 1: Where do you want your path to take you? Think about your best possible future self

Removing any restrictions, where do you picture yourself in future? What are you doing? What skills are you using? What interests/values are you upholding? How would others be describing you? Take a few minutes to get your ideas down. Circle any words/phrases you could use in your profile (About section, but also headline and skills sections)

Activity 2: Think about your skills, personality and character traits

Which of your skills and traits would you particularly like to draw attention to? Brainstorm some of your technical skills, transferable skills and personal traits/characteristics. Circle those that are a particular strength of yours and match to your potential future career. Can you use any of these in your About section or Skills section?

Technical skills:

Transferable skills:

Personality traits or characteristics:

Activity 3: Pretend you are a hiring a manager

If you know where you are targeting, try tailoring your About section by stepping into the shoes of a hiring manager – what are they looking for? What are the three most important skills or experiences that they are looking for? What three personality traits or characteristics do they desire? Can you use these six key words in your profile?

Three most important skills or experiences desired by the hiring manager:

Three personality traits/characteristics prized by the hiring manager:

Useful Links

* Sabrina Woods webpage: Prep to build a savvy summary, sample profile summaries and profile makeovers (before and after) - <http://www.sabrina-woods.com/linkedin.html>
* Jobscan: allows you to optimize your LinkedIn profile (or CV) to a job brief. There are some free elements associated, but you can also subscribe for a more tailored approach to making your LinkedIn profile match actual job adverts - <https://www.jobscan.co/>