

Build a Savvy LinkedIn “About” Summary

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Below are questions to ask yourself, to build a strong About summary, or improve your existing one. Check out some examples [here](#).

1. **What is your dream job?** Where are you headed?

(You don't need to list this in your summary, but it is key to keep in mind while creating the summary.)

2. What are your key **skills / strengths / talents**?

3. What do you want to be most **known for**?

4. What are some of your **interests, values & personal traits**?

5. What makes you **unique**? Differentiate yourself from others. This could be a trait, interest or value.

6. How would some of your **coworkers describe you**?

Entrepreneurs / small business owners - additional questions:

1. **Who is your customer?** Describe them in a little detail.

2. If your favorite customer or **client described you**, what would they say?