

# **JOB OR ROLE TITLE HEADLINE**

This works best with very prestigious titles such as President, CEO, Managing Director, Chief Marketing Officer, Sales Director and can be combined with the name of your company.

Examples:

- CEO at LinkedIn
- Professor at Harvard Law School
- Prime Minister of Canada
- Global Vice President Marketing at Burberry
- Sales Director UK and MENA, Adobe Advertising Cloud
- International HR Coordinator at Médecins Sans Frontières
- Director of Partnerships & Member Curation at CORE: club

# ORGANIZATIONAL OR MEMBERSHIP ASSOCIATION HEADLINE

If you are a member of a prestigious organization you can choose to highlight the name of your organization or panel instead of your personal title.

Examples:

- General Assembly of the United Nations
- Médecins Sans Frontières
- Board Member
- Board of Directors at Microsoft

# **CERTIFICATION HEADLINE**

You can also highlight your expertise with a descriptive title in your LinkedIn headline.

This can be a certified title such as:

- Six Sigma Black Belt
- Certified Public Accountant
- Tax Accountant CPA

# EXPERTISE HEADLINE

Any combination of an industry-specific field of expertise and professional role title can serve as a good headline.

Examples:

- Marketing Specialist
- Social Media Marketer
- Blacksmith

# KEYWORD HEADLINE

In this approach, your primary goal is to be found in as many relevant LinkedIn searches as possible. To do this, we reverse engineer what the people we want to reach would type into the search field and then include important key- and search words in our headline.

Only focus on one to three keywords and try to embed them in form of well-written sentences.

Stuffing your headline with four or more keywords decreases readability and can have the opposite effect.

# QUALIFIER HEADLINE

A qualifier headline uses an expertise headline as the foundation and the qualifies in one of three directions.

- zooming in into a smaller subcategory within the field of expertise.
  1. Marketing Specialist, specializing in Social Media
  2. Marketing Specialist with a focus on Facebook advertising
- zooming out into a higher category
  1. Marketing Specialist Trainer
- zooming sideways, by adding complementary fields of expertise
  1. Marketing Specialist and Graphic Designer

# CREATE YOUR OWN TITLE HEADLINE

Or you can create an infinite number of effective LinkedIn titles by combining the following three building blocks: amplifier + expertise + title.

Examples for amplifiers:

- Best ...
- Top ...
- #1 ...
- Number 1 ...
- Top 10 ...
- Top 1% ...
- Master ...
- Best selling ...
- Best performing ...

Examples for fields of expertise:

- Sales
- Leadership
- Management

Examples for titles:

- Author
- Expert
- Speaker
- Trainer
- Consultant
- Hacker
- Entrepreneur
- Startup founder
- Lawyer
- Accountant
- Marketing Specialist

# TANGIBLE BENEFITS HEADLINE

You can talk about this by highlighting specific abilities and skills that have a clear benefit to potential customers or name a specific benefit you can achieve as a result of your work.

The most powerful tangible benefits headline formula is a combination of desirable benefits minus the typical pain.

Examples:

- I can help you to do ... without ... (pain)
- I help ... to do ...
- I do ...
- I do ... without ...
- I take care of ...
- Helping ... to ...



# PRODUCT & SERVICES HEADLINE

I recommend highlighting your unique value proposition for maximum impact.

Examples:

- First self-cleaning kitchen
- Unbreakable phone screens

# AWARDS HEADLINE

Examples:

- Author of the #1 New York Times bestseller ...
- Winner of ...
- Award-winning ...

# SOCIAL PROOF HEADLINE

A great tool that allows you to demonstrate your authority in your field is social proof.

Let's face it, most people don't know if something is good or bad. In addition, they often lack the skills and understanding to conduct their own research.

So, what do most people in such a situation do, where they have to make an important decision? They turn to the age-old institution, with a thousand-year proven track record, of social proof.

In other words, asking people they trust for a recommendation.

If it isn't possible to ask someone, people try to observe what everyone else is doing. That's why testimonials are so powerful! It's built into our DNA!

You can instantly demonstrate your knowledge and expertise to your customers by showing that other people have picked you before and that you have achieved great results for them.

Authority headlines focus on your credibility and highlighting important achievements.

This provides social proof and increases trust with undecided buyers and people with a high level of risk aversion.

- Helped 93 SAAS companies to increase year over year customer retention by 120%.

# MY PHILOSOPHY HEADLINE

If you or your business have a tagline or personal philosophy and it isn't too long, you might be able to include it in your LinkedIn headline.

- Make the Impersonal, Personal
- UNPLEASANT THING, Simplified

# QUESTION HEADLINE

A quick way to get people to contact you is to ask a question that reminds potential customers of a pain in their business in combination with a teaser for the solution.

- Need talent?
- Looking for ...?
- Need to change your career?
- Facing ...?
- Can't ...?
- Want to ...?

# AUDIENCE HEADLINE

Here, we highlight that we either are offering products and service to a specific audience group or want to be found and contacted by specific people.

For example, you might be a lawyer who focused exclusively on medical malpractice cases. Or you might sell software that is only relevant for a small niche within a certain industry.

# CONTACT ME HEADLINE

This one is one of my favorites. It makes it very clear what you want to be contacted about by other people. It also makes as an excellent icebreaker for initial messages.

- Talk to me if you want ...
- Contact me about ...
- Speak to me about ...
- Connect with me ...
- Follow me ...
- Send me an InMail if ...
- Get in touch if ...

# LEAD MAGNET HEADLINE

If you want to build an email list on LinkedIn, one of the best ways to get started is by creating an amazing lead magnet.

One way to do this is by linking to your lead magnet within your LinkedIn article.

Another way to achieve the same is by talking about your lead magnet in your headline.

Examples:

- Download my LinkedIn headline formula cheat sheet. Link in the description.
- Download “...” <https://timq.co/link>



# EMOJI HEADLINE

Some people swear that they get good results with this approach. The idea is to stand out from others by adding colorful emojis to your headline.

I personally don't recommend this approach to most people because it can easily create the wrong impression if done excessively.

If you want to give it a try to be unobtrusive. Your title should stand out, and any emojis should only amplify your core message.

## Examples

- Growth Hacker 🚀
- Travel Agent ✈️🌴
- Basketball Trainer 🏀
- 🧘 Yoga Teacher 🧘

# CONVERSATION STARTERS HEADLINE

- Cat/dog lover
- Coffee enthusiast
- I once ate a 40" pizza all by myself

# PERSONALITY TRAITS HEADLINE

If you have a unique character and outstanding work-ethic you can include this in your headline.

- hard-working
- driven
- ambitious
- results focused
- revenue-driven
- goal getter
- great work-ethic

# GOAL HEADLINE

If we want to achieve specific goals it is often a good idea to be upfront and open about it. Whether you are on an important mission or looking for a new job.

If you don't ask, or in this case, communicate your goals, chances are good that the people who can help you to achieve them will never know, that they could have helped you.

# CURRENTLY UNEMPLOYED HEADLINE

Some people express that they're out of a job without explaining what they're looking for. I consider this less optimal as it doesn't express what you're looking for, so your profile might easily get overlooked.

- Unemployed
- INSERT ROLE TITLE at unemployed
- INSERT ROLE TITLE at self-employed
- INSERT ROLE TITLE at No Company
- INSERT ROLE TITLE in transition
- INSERT ROLE TITLE currently exploring options

# CONSULTANT HEADLINE

A popular way to express that you are seeking a new job is by rebranding yourself as a consultant in your field.

You can often use the title of your former position or dream job in combination with the word consultant.

To recruiters, this highlights that you don't necessarily need a job but might be open to a full-time role.

The fact that you are capable of sustaining a business as a consultant also increases your authority which gives you more leverage during salary negotiations.

# OPEN TO NEW OPPORTUNITIES HEADLINE

Combine a more specific headline with the following building blocks.

- Level of experience
  1. experienced
  2. senior
  3. world-class
- Who are you? Or what are you? This can be a
  1. former role title.
  2. Classification of your skills
- Express your intent
  1. Actively seeking/seeking
  2. Open to
  3. Available for
  4. Looking for
- Next state what you are looking for.
  1. What type of job are you looking for
    1. full-time
    2. part-time
    3. contract
    4. internship
    5. volunteer experience
    6. temporary role
  2. Pick any synonym that expresses the idea of having a job. Some people like to add the word “new” in front.
    1. job
    2. opportunity/opportunities
    3. position
    4. role
    5. employment
    6. work
  3. What’s the role title or area of expertise
  4. Where do you want to work in a specific
    1. industry
    2. department
    3. geographic location

Here are a few example headlines that I put together with my headline formula toolkit to give you a better idea of how this could look like:

- Actively seeking a full-time job as VP Marketing in the event industry

- Open to new opportunities in HR
- Experienced Java developer available for contract work in London
- Looking for employment in publishing
- Seeking an internship in sales



# ACHIEVEMENT HIGHLIGHTS HEADLINE

Sometimes you want to highlight specific aspects of your work experience to increase your perceived authority.

- If you worked at a prestigious company
  1. Former INSERT ROLE TITLE at PRESTIGIOUS COMPANY
- If you have extensive experience in a certain role or industry
  1. INSERT ROLE TITLE with INSERT NUMBER years of experience
- If you worked on a prestigious project
  1. Architect who designed the Hoover Dam
  2. Successfully launched the YouTube platform in Ireland

# DESIRED FUTURE ROLE HEADLINE

To attract recruiters who are actively trying to fill a vacancy with a specific role title, you can simply put your dream role title into your headline.

When a recruiter or headhunter is searching for the exact phrase, your profile will pop up at the top.

Even though you might not have had the exact job title in the past, it is a bold statement and a great conversation starter. The more eyeballs you get from the right people, the more likely it is that one of them will click with what you have to offer.

- Social media marketing expert with a focus on Facebook advertising

# **DESIRED ROLE, CURRENTLY UNEMPLOYED HEADLINE**

This headline combines the best of both approaches.

It starts with either your current or desired role title and then indicates, that you are currently looking for a new position.

- VP Marketing, seeking new full-time opportunity
- Director of Talent, looking for a new role in INSERT INDUSTRY

# LIST OF EXPERIENCES HEADLINE

You can leverage on your work experience by listing high in-demand skills and experiences in your headline.

Make sure you limit yourself to activities that you are great at and wouldn't mind doing a new role.

- Experienced in outbound phone sales and social media marketing.

# **FORGOT TO UPDATE MY HEADLINE**

A different approach that doesn't advertise the fact that you're out of work is "forgetting" to update your LinkedIn profile and headline.

Make sure you are always honest with hiring managers and recruiters when they reach out to you. There is a huge difference between "forgetting" to update your LinkedIn profile and lying.

The approach of not updating your headlines has a couple of benefits.

- It avoids the social stigmas of being without a job
- It allows you to start conversations with recruiters who have prejudices against unemployed
- Headhunters are more likely to contact you
- It's easy and doesn't require any effort to think up a creative new LinkedIn headline

# STUDENT AND GRADUATE HEADLINE

- Student at University Name
- Recent graduate at College Name

# **STUDENT MEMBERSHIP ASSOCIATION**

- Candidate at Erasmus Student Network UK

# DREAM JOB HEADLINE

- New graduate looking for my first job in INSERT ROLE  
TITLE/INDUSTRY
- Final year student, graduating INSERT MONTH + YEAR



# GRADES HEADLINE

- GPA 4
- Deans list
- first-class honors
- Summa cum laude

# DEGREE HEADLINE

- MBA at Harvard Business School
- Ph.D. in Mechanical Engineering at Massachusetts Institute of Technology

# MAJOR AND MINOR HEADLINE

- MBA at Harvard Business School with minor in organizational communication

# PRIZES AND AWARDS HEADLINE

- Nobel Prize in INSERT CATEGORY
- Lasker Award in INSERT CATEGORY
- Wolf Prize in INSERT CATEGORY
- Breakthrough Prize in INSERT CATEGORY
- Abel Prize in INSERT CATEGORY

# SCHOLARSHIPS HEADLINE

- NSF Graduate Research Fellowship Program

# THESIS HEADLINE

If the theme of your thesis is on the cutting edge of science and highly relevant for companies in your desired industry, why not summarize it in your headline to attract industry-specific recruiters.

- Ph.D. on organic dyes and hydroaromatic compounds

# **SKILL-BASED HEADLINE**

Students without prior professional experience should focus on the specific skills they've would like to develop during an internship.

- Seeking internship for INSERT SKILL

# LAST NAME HACK

Slightly better than the emoji approach is to add a descriptive title at the end of your last name field. You can add up to 40 characters to your last name field. This works best for very short titles and should only be used sparingly, if at all.

One of the benefits is, that it allows you to save characters in your headline, that can be filled with additional text.



# STACKING HEADLINES HEADLINE

Most people don't fit into just one box. The same is true for titles.

Sometimes one title just isn't enough. In this case, you can use the following technique to give your LinkedIn headline more plasticity and depth. To save space use simple dividers to list your titles in a row.

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- □
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- ►
- •

# CHARACTER LIMIT HACK

At this moment, the LinkedIn desktop and mobile app have a different maximum character count for a headline.

If you change or update your headline on a desktop computer the limit is 120 characters.

However, if you do the same thing on your mobile app, the character limit is twice as long. And you can fit in up to 240 characters, allowing for much longer headlines.

The benefit, you can fit in way more search relevant keywords into your headline.

The downside?

LinkedIn did not optimize its platform for 240 characters. As such you will often see weird graphical glitches where your headline goes out of bounds and overlaps with other text.

Once you create an uber-long headline on your mobile, it isn't possible to edit your name, headline and profile description on a desktop. You will always receive a warning message, asking to reduce the character to less than 120 characters.

This hack might not be around forever, so don't get too attached to it! 😊