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A great LinkedIn headline can 10x your results.

But 99% of people's headlines suck.

Here's my 7 step formula for turning your headline into an opportunity generating machine:

9:06 AM · Aug 4, 2022 · Hypefury

3,958 Retweets

98 Quote Tweets

17.1K Likes

A circular profile picture of a man with short brown hair, wearing a light blue button-down shirt. He is smiling slightly and looking directly at the camera.

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1/ Everyone's Headline Is The Same

Don't believe me?

Run a search for any job title on LinkedIn.

Everyone's headline on the results page will be some version of:

[Job Title] at [Company]

With that headline, you're only competing on brand equity.

Not your own value.

2/ Great Headlines Have 2 Things

I've reviewed thousands of LinkedIn profiles.

My data shows that the most effective headlines include:

1. Relevant industry keywords
2. A unique value proposition

I like to lead with keywords and end with the value prop. For example:

LinkedIn Headline Example

Keywords

Data Science | Healthcare | Using Big Data To Reduce Hospital Readmission Rates By 17% Across 2.5M Patients

Sales Pitch With Real Results

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3/ Start With The Right Keywords

Here's how:

1. Find 20+ job descriptions for target roles
2. Copy all 20 of them and paste them into [ResyMatch.io](#)'s job description scanner
3. Run the scan and save the top 5-10 keywords

These are the ones you want in your headline.

The screenshot shows a digital interface for 'All Skills Match'. On the left, there are navigation links: 'All Skills Match', 'Hard Skills Match', and 'Soft Skills Match'. The main area is titled 'All Skills Match' and contains a table with the following data:

Skill	Type	Frequency
Design	Hard Skill	121
Product	Hard Skill	42
UI	Hard Skill	26
UX	Hard Skill	20
Communication	Soft Skill	18
Research	Hard Skill	14



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4/ Find Your Unique Value

Start by asking yourself 3 questions:

1. How have I helped the companies I've worked for?
2. What results has my work driven for them?
3. How is my approach different from others?

Build that all into a single sentence starting with, "I Help..."

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29 Retweets

1 Quote Tweet

322 Likes



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5/ Examples of Unique Value

For example:

✗ SaaS Marketing Manager

Becomes:

✓ I help SaaS startups add 25k users in 12 months without ads

Or:

✗ Data Scientist

Becomes:

✓ I use big data to help hospitals reduce readmission rates by 17.5% across 2.5M patients

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33 Retweets

1 Quote Tweet

249 Likes



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6/ What If I'm Not In A Numbers-Focused Role?

Every role has quantifiable value!

Instead of dollars, consider:

- Scope (Budget, # Users, etc)
- Efficiency / Productivity
- Time (how long something took)
- Comparison
- Asking other teams about the impact your work made

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15 Retweets 211 Likes



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7/ Creating Your Headline

Now you have your keywords and your unique value prop.

Drop them into this LinkedIn headline formula:

[Job Title] | [Keyword 1], [Keyword 2],
[Keyword 3] | [Unique Value Prop]

I recommend coming up with 3-5 different versions before choosing one.

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28 Retweets 285 Likes



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8/ LinkedIn Headline Example #1

For this example, we'll focus on a Marketer

Their headline might look like this:

Marketing at Snap | B2B, Paid Social, Analytics-Driven | I Help Snap's B2B Clients Generate 500% ROAS With Social Advertising

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22 Retweets **166** Likes



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9/ LinkedIn Headline Example #2

For this example, we'll focus on a Graphic Designer.

Their headline might look like this:

Graphic Designer at Hubspot | Human-Centered Designer | I Help Companies Create Ad Designs That Drive 30% More Conversions

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13 Retweets 139 Likes



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10/ LinkedIn Headline Example #3

For our final example, we'll focus on a Data Analyst.

Their headline might look like this:

Data Analyst at Microsoft | Python, SQL, Tableau | I Help Companies Use Big Data To Tell Stories That Boost Customer Retention By 77%

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20 Retweets 194 Likes

11/ Want More Advice Like This?

Join 130K+ job seekers and sign up for my free Cultivated Careers newsletter:

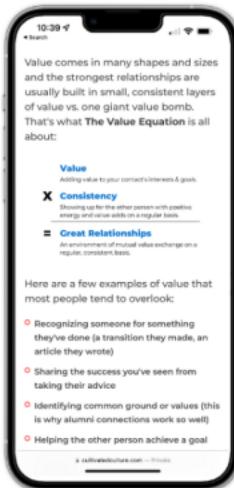
The Cultivated Careers Newsletter

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I'll send you my 5 best job search strategies along with one crazy actionable job search tip every Monday:

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