

You Fill-In-The Blank



10

OF THE BEST LINKEDIN PROFESSIONAL HEADLINE FORMATS



for you to Copy

The purpose of your Professional Headline is to help your audience understand exactly what it is you do and how you can help them **at a glance.**

Let's look at a few examples...

ACHIEVE > CREDIBILITY > OFFER

Helping you...

[Achieve “X” Goal] [Personal Title & Credibility] [What You Offer]

Your Turn:


- What do you help someone achieve?
- What credibility do you display?
- What do you offer?

Tagline Format: 1



A great example:


AB



WANT TO GET MORE CUSTOMERS?

BUILD A PERSONAL BRAND

PEOPLE BUY PEOPLE FIRST




Ali Bilawal · 3rd


Helping you build a brand that attracts customers 10x faster. Brand Strategist & Digital Writer for SaaS Founders, VCs and business owners. Sharing insights on brand building, modern marketing, and business growth.

Talks about #linkedintips, #socialselling, #contentstrategy, #growthmarketing, and #personalbranding

Karachi, Sindh, Pakistan · [Contact info](#)

[Build Brand: Grow business](#) 

17,376 followers · 500+ connections



Taras Shevchenko National University of Kyiv

← →


DO > HELP > PURPOSE > CTA

[What You Do] [Who You Help] [What Is Your Purpose]
[CTA with a Reason]

Your Turn:

- What do you do?
- Who do you help?
- What is your purpose?
- Why should people follow?


A great example:



THE HIGH PERFORMANCE JOURNAL

JOIN 65,000+ SUBSCRIBERS GETTING ONE HIGH PERFORMANCE TIP EVERY TUESDAY AND FRIDAY

DANFOUNDER.COM




Dan Go · 3rd


Body transformation coach to entrepreneurs. On a mission to help 1 million people transform their bodies by 2027. Follow me for posts on high performance & health optimization.

Talks about #fatloss, #selfgrowth, #entrepreneur, #circadianrhythm, and #healthandfitness

Gormley, Ontario, Canada · [Contact info](#)

[High Performance Newsletter](#) 

123,751 followers · 500+ connections



High Performance Founder

←

→


BENEFIT > TACTIC > CREDIBILITY

I help you [attain “X” benefit] through
[a specific tactic] & [credibility]


Your Turn:


- What benefit do you help them attain?
- What tactic will you use?
- What credibility do you display?


A great example:



If your target clients **believed** you could solve their problems,
how **easily** could you make **money**?

AUTHORITY
MARKETING



Authority Marketing

Dina Calakovic · 3rd

I help you attract & convert clients through Power Writing. | Ranked
No.37 LinkedIn Creator in the world & No.1 woman for Personal
Branding. | Brand → Content → Copy

Talks about #sales, #branding, #linkedin, #marketing, and #copywriting

Great Hatfield, England, United Kingdom · [Contact info](#)

[Turn words into paying clients](#) ↗

65,782 followers · 500+ connections


TITLE > BENEFIT > OFFER

[Your Title] - Click 'follow' to
[Get Main Benefit] & [What You Offer]


Your Turn:


- What is your professional title?
- What benefit do you help them attain?
- What do you offer?

A great example:



**"You saved me from reading
a whole book on copywriting"**

**Jérôme Scat**




Roxana Irimia · 2nd


Head of Marketing @ lempire (lemlist, lemwarm) | click FOLLOW to
save hours of Marketing, Copywriting and Branding research


Talks about #marketing, #copywriting, and #personalbranding

Paris, Île-de-France, France · [Contact info](#)

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29,916 followers · 500+ connections

 lemlist

 Université de Bourgogne



AUDIENCE > OUTCOME > ROADBLOCK > PAIN > CTA


I teach [your audience] how to [achieve desired outcome]
without [common objection/roadblock]
[Question relevant to audience "issue"] [CTA]

Your Turn:

- Who is your audience?
- What do you help them achieve?
- What roadblock do they overcome?
- What is their painpoint?
- What should they do next?


A great example:






TOP VOICES

Ready To Land Your Dream Job Without Applying Online?
Hit the link below to learn more about how we help people like you land amazing jobs:
CultivatedCulture.com/Coaching

Inc.**WIRED****FAST COMPANY****BUSINESS INSIDER****Forbes**


Austin Belcak  (He/Him) · 2nd


I Teach People How To Land Amazing Jobs Without Applying Online // Ready To Land Your Dream Job? Head To  [CultivatedCulture.com/Coaching](#)

 **Top Voice**

Talks about #careers, #linkedin, #jobsearch, #networking, and #jobinterviews

New York, New York, United States · [Contact info](#)

[CultivatedCulture.com/Coaching](#) 

 Cultivated Culture



DO > TACTIC > TITLE > CREDIBILITY

[What You Do] through
[Specific Tactic] [Your Title] [Credibility]

Your Turn:

- What do you do (to help)?
- What tactic do you use?
- What is your professional title?
- What credibility do you display?

A great example:





**GROW YOUR B2B
SAAS COMPANY**
accelitymarketing.com


**GROW
YOUR MIND**
jackieherm.es/podcast

**THE ART OF
ENTREPRENEURSHIP**

**5
stars**
★★★★★
on Apple
Podcasts




Jackie Hermes  (She/Her) · 2nd

 Accelity

Growing B2B software co's w/ marketing that *actually works* |
founder + CEO @ Accelity | built from \$0 to 7-figures with no funding

Talks about #startups, #saasgrowth, #b2bmarketing, #digitalmarketing, and
#entrepreneurship

Milwaukee, Wisconsin, United States · [Contact info](#)

[Grow your B2B software co here](#) 

108,736 followers · 500+ connections

OFFER > BENEFIT > SOCIAL PROOF

My [type of offer] will help you get [desired benefit]
[add social proof]

Your Turn:

- What is your professional title?
- What benefit do you help them attain?
- What social proof do you display?

Tagline Format: 7

A great example:

GET THE FREE ROBINHOOD COURSE

5446+ HAPPY STUDENTS!


Linkedin's ROBINHOOD

SHARING LINKEDIN'S BEST KEPT SECRETS

CONTENT CREATION | 1:1 CONSULTS | CREATOR'S CLUB |



DM FOR DETAILS |

HIT THE BELL SO YOU DON'T MISS OUT



in

Tasleem Ahmad Fateh

  · 2nd

My featured section has the solution to all your LinkedIn woes! |


Founder at LinkedIn Creator's Club | Your favourite creators are already

in. Are you?


Talks about #influence, #marketing, #linkedintips, #toxicworkplace, and


#personalbranding

Greater Sydney Area · [Contact info](#)

[Join LinkedIn Creator's Club](#) 

63,829 followers · 500+ connections

 LinkedIn Creator's Club

 University of Sydney

← →


TITLE > AUDIENCE > BENEFIT > OUTCOME

[Self-given title] I help [your audience] get [their desired benefit] so they can [attain desired outcome]

Your Turn:

- What is your title?
- Who is your audience?
- What benefit do they seek?
- What outcome do they want?

A great example:



**STOP GUESSING.
MARKET SMARTER.**

Katelyn Bourgoïn (She/Her) · 2nd


"The Customer Whisperer" 🧠 I help marketers discover the hidden reasons why customers buy so they can become... un-ignorable


Talks about #growth, #marketing, #unignorable, #buyerpsychology, and #behavioralscience

Greater Halifax Metropolitan Area · [Contact info](#)

[Join Why We Buy Newsletter](#) ↗

45,298 followers · 500+ connections

 Customer Camp

 University of King's College




OFFER > MEANS > OFFER 2 > ROLE 2



[What You Offer] [Through Which Means] [Offer2]
[Additional Role You Have]


Your Turn:

- What do you offer?
- How do you deliver it?
- What else do you offer?
- What other roles do you have?

A great example:





 · 3rd

Richard van der Blom


Enabling Digital Sales with LinkedIn, Sales Navigator and tailor-made Training Programs 🚀 Marketing, Content & Employee Advocacy Training for your Marketing team 🔑 Keynote Speaker

Talks about #socialselling, #leadgeneration, #salesnavigator, #virtualselling, and #linkedinbyrichardvanderblom


Greater Valencia Metropolitan Area · [Contact info](#)

[Join my TRIBE Community here](#) 🔗


101,260 followers · 500+ connections



Just Connecting B.V. - LinkedIn & Social Selling Training



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← →

AUDIENCE > GOAL > ISSUE > CTA

I help [your audience with “X” characteristics] achieve
[specific goal] [Question relevant to audience "issue"] [CTA]

Your Turn:

- What does your audience look like?
- What is their goal?
- What is a specific issue they have?
- What should they do next?

A great example:



**Tired of being underpaid, undervalued,
or stuck in your current job?
We can help!**

www.broda coaching.com



Adam Broda · 3rd

I Help People from Non-Tech Backgrounds Break Into Tech and Engineering Jobs | Founder @ Broda Coaching | Sr. Manager, Product Management | Need Help With Your Career Transition? Visit  broda coaching.com

Talks about #careertips, #jobsintech, #interviewtips, #studentvoices, and #jobsearchstrategies

Atlanta Metropolitan Area · [Contact info](#)

[Explore Our Career Programs](#)  

249,640 followers · 500+ connections

 Broda Coaching

 Virginia Tech