

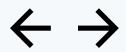


OF THE BEST LINKEDIN PROFESSIONAL HEADLINE FORMATS



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]

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



Tagline Format: 1



A great example:



Ali Bilawal -3rd

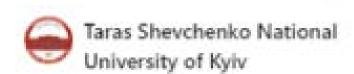
Helping you build a brand that attracts customers 10x faster. Brand Strategist & Digital Writer for SaaS Founders, VCs and business owners. Sharing insights on brand building, modern marketing, and business growth.

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

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DO > HELP > PURPOSE > CTA

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

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





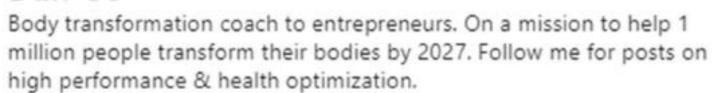
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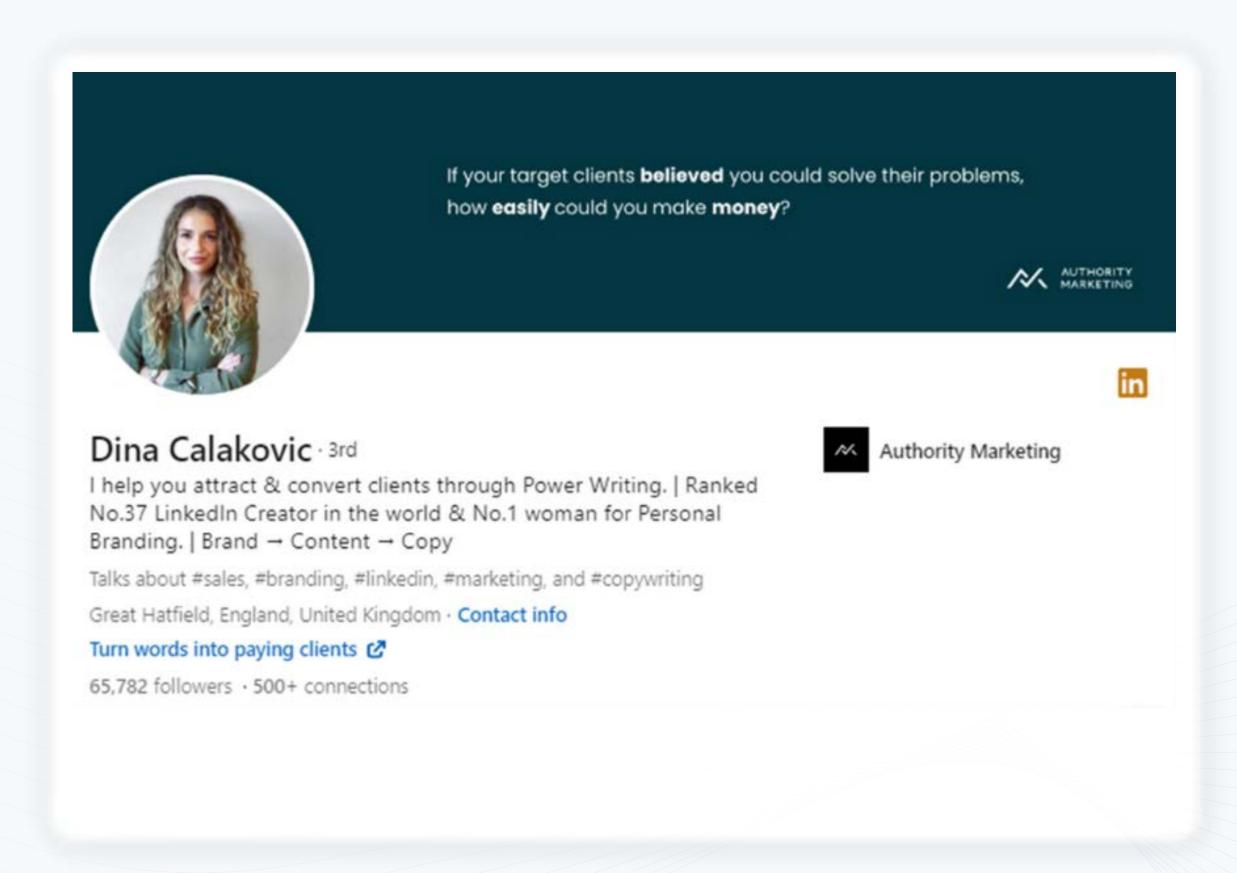
BENEFIT > TACTIC > CREDIBILITY

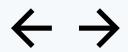
I help you [attain "X" benefit] through [a specific tactic] & [credibility]

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











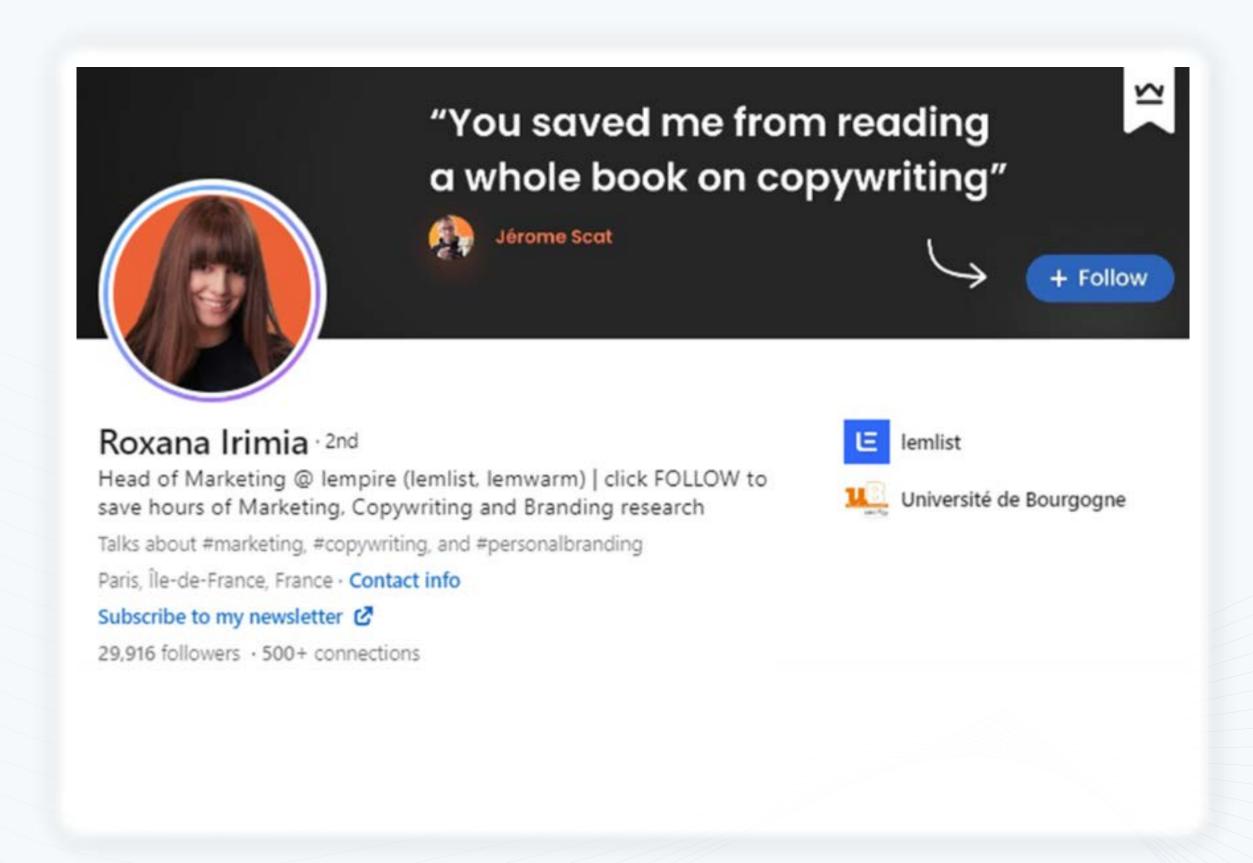
TITLE > BENEFIT > OFFER

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

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







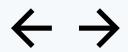




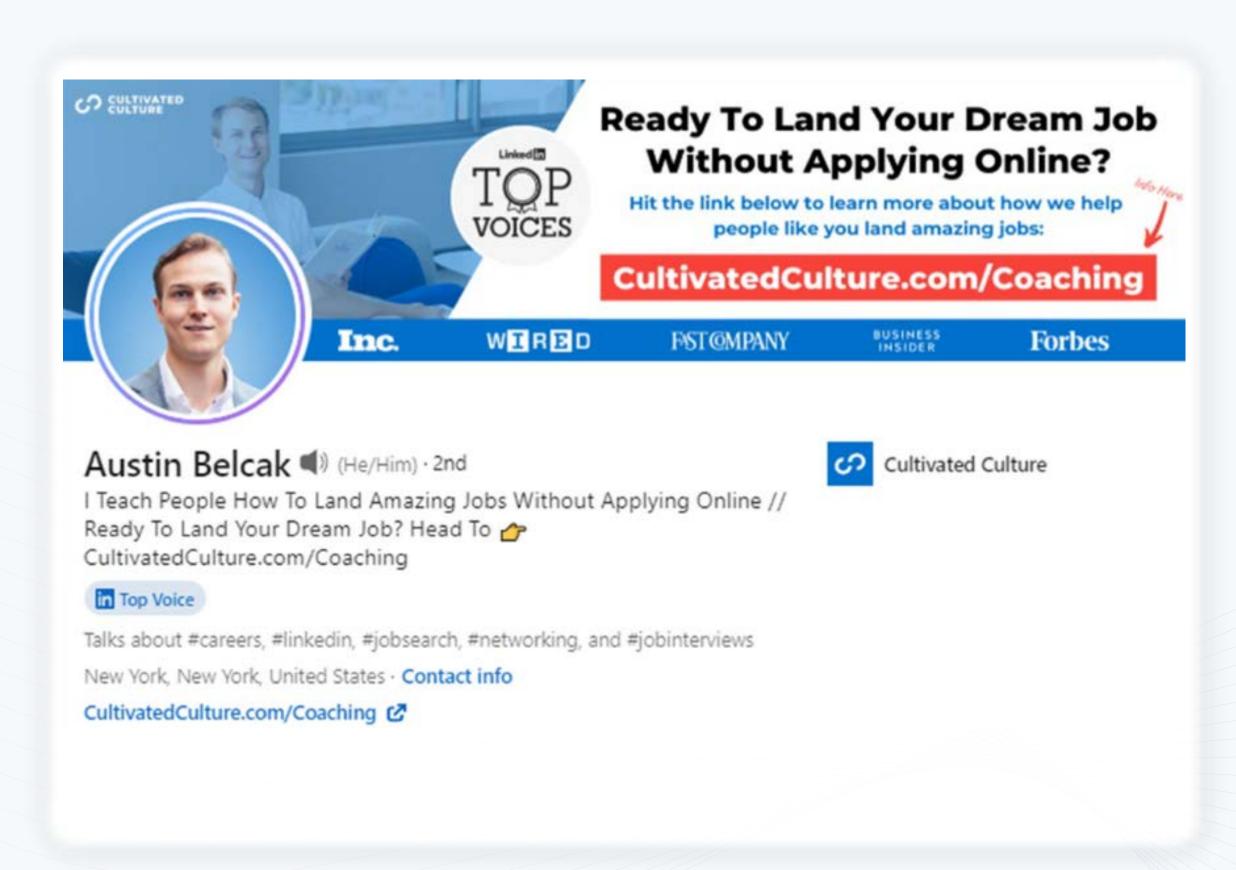
AUDIENCE > OUTCOME > ROADBLOCK > PAIN > CTA

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

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











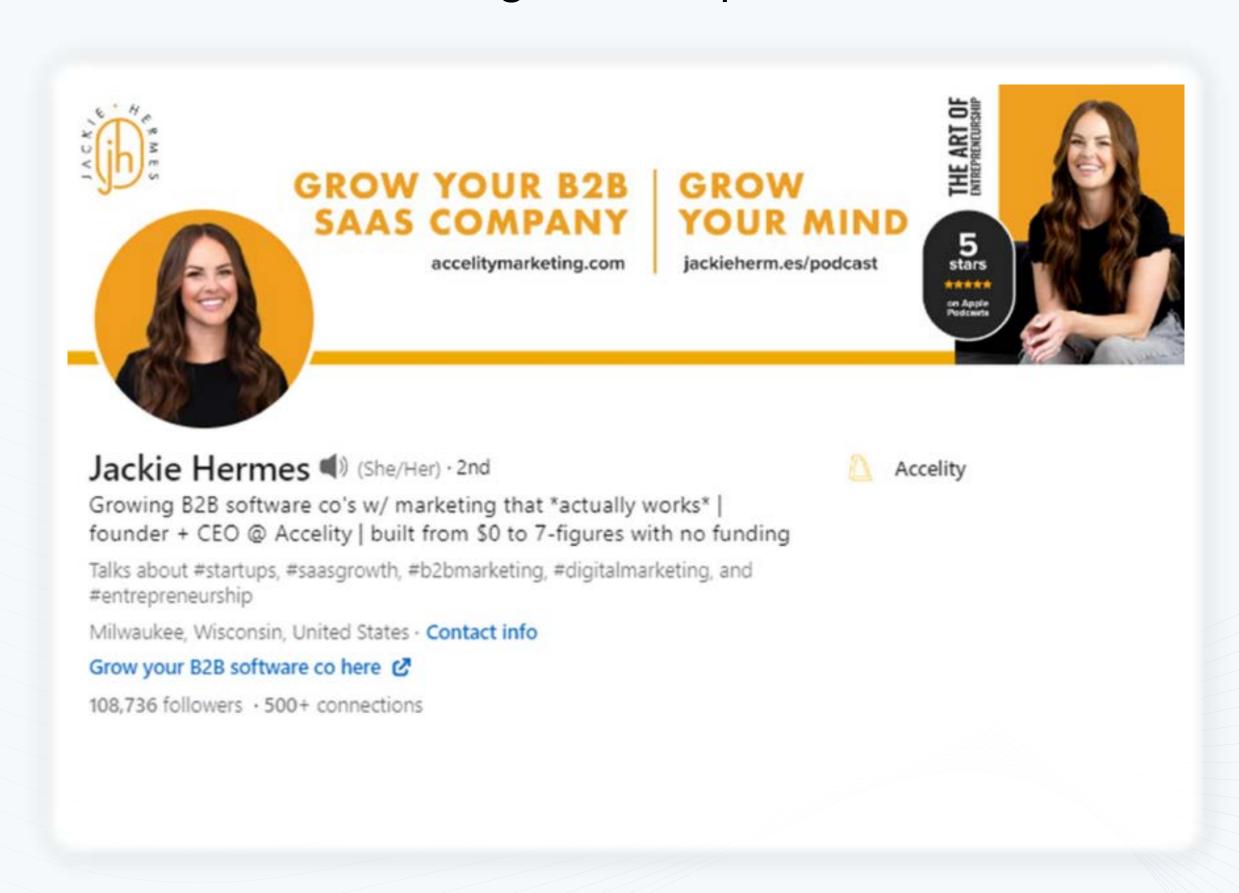
DO > TACTIC > TITLE > CREDIBILITY

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

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











OFFER > BENEFIT > SOCIAL PROOF

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

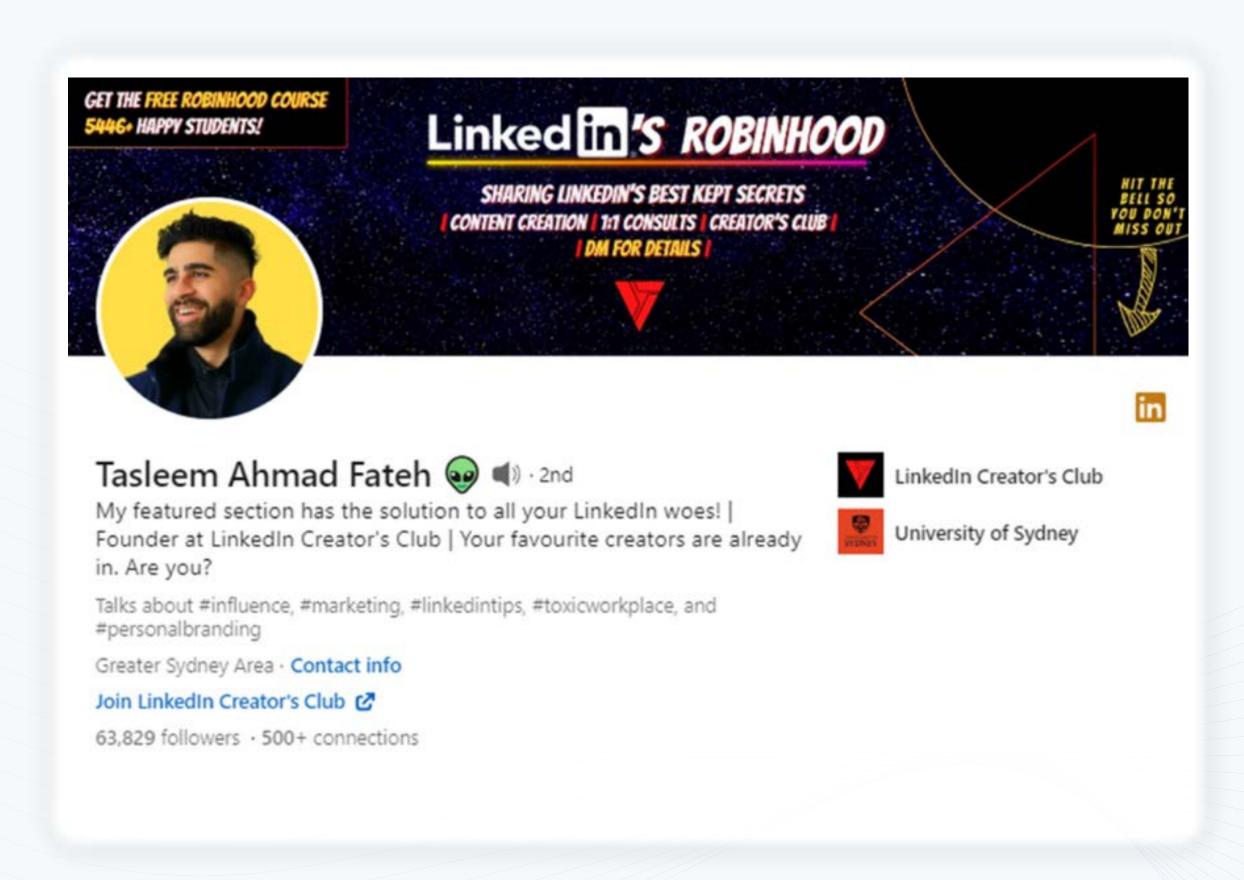
[add social proof]

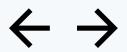
- What is your professional title?
- What benefit do you help them attain?
- What social proof do you display?



Tagline Format: 7









TITLE > AUDIENCE > BENEFIT > OUTCOME

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

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







STOP GUESSING. MARKET SMARTER.

Katelyn Bourgoin (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

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University of King's College





OFFER > MEANS > OFFER 2 > ROLE 2

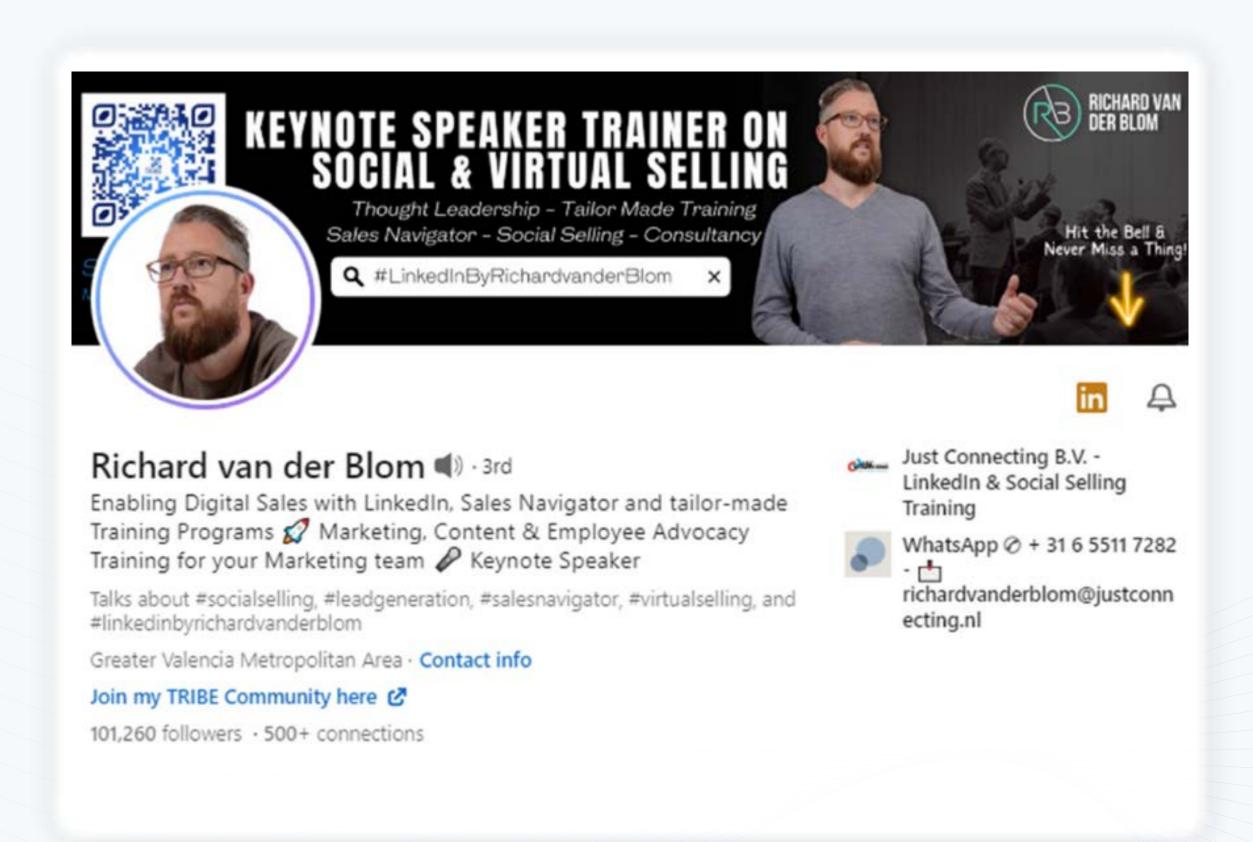
[What You Offer] [Through Which Means] [Offer2] [Additional Role You Have]

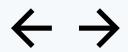
- What do you offer?
- How do you deliver it?
- What else do you offer?
- What other roles do you have?



Tagline Format: 9









AUDIENCE > GOAL > ISSUE > CTA

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

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





