The Power Formula for LinkedIn Success *free resources*

The Definitive Worksheet to Optimize Your LinkedIn Profile Headline

What is your Headline and where is it on your profile?

It is located in one of the most prominent and important positions on your profile—to the right of your photo and just below your name. It can include up to 120 characters, including spaces and punctuation.



Why is your Headline important?

1. It is one of the first things people read when they:
   - Review your profile
   - See your status updates
   - Look at group discussions in which you've participated
   - See comments you've made when sharing other people's status updates
   - View your photo on your company page
   - Find you with an Advanced People Search
   - See you in their list of "Who's Viewed My Profile"
   - Locate you with an Alumni search
   - See you in their list of "People You May Know"

   Sometimes your Headline even shows up without scrolling over your name/photo. Consider it your bumper sticker or a shortened version of your elevator speech.

2. The words used in your Headline are given extra weighting in LinkedIn's search algorithm.

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What are the overall goals and objectives for your Headline?

- Provide readers of your profile with a short, concise statement of who you are and how you can help them
- Dramatically improve your findability by strategically placing the right keywords in your Headline
- Encourage people to look at your entire profile, where they can see your full story and find a reason to engage with you

Examples of good headlines (narrative and keyword styles)

Data Scientist, Direct Marketing & Catalog Consultant, Customer Modeling & Analysis, International Speaker & Author

Web Entrepreneur | E-marketer | Author | Visual Thinker | Innovator

Operations Leader in Key Performance Design Measurements - Positive Financial Outcomes from New Lean Methods & Success

Software Executive & Entrepreneur | Business Development | Customer Acquisition | Social Sales | Digital Marketing

Commercial Insurance Advisor (Business Insurance, Worker's Compensation, Liability, Property, Fleet Insurance)

Senior Care Solutions Provider - Administrator, Marketing, Admissions, Community Outreach - Available for Hire!

Accounts Receivable and Accounts Payable Specialist Seeking New Opportunity in Accounting

Urban Planner seeking Community Planning & Development opportunities | Physical Planning | Site Designer | Consultant

Eight steps to optimize your Headline

1. Review five to ten LinkedIn profile headlines of other people in your company and/or your key competitors. Note any words or statements that resonate with you or may appeal to your audience.

2. Identify and list three to six of your best keywords.

3. Identify and list several of your important branding statements that resonate with your audience.

4. Craft your Headline using the keywords and branding statements you identified above. Use the 120-character grid or your favorite word processing software to assist you.

5. Review for spelling and grammatical errors.

6. Click on *Profile>Edit Profile>pencil icon* (next to your current headline).

7. Cut and paste (or type) your Headline into the box just below "Your professional headline."

8. Click blue Save button and then click blue Done Editing button.

What's next?

There's always room for improvement, so make a note of great LinkedIn headlines you find. They may come in handy when you're updating your headline in the future.

For more tips to help you grow your business by leveraging the world's largest professional network, check out the LinkedIn Essentials Tool Kit at: http://www.powerformula.net/toolkit.html

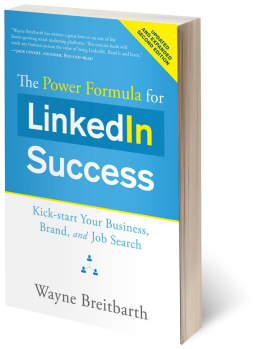
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