



EXPLODE YOUR REVENUES — USING LINKEDIN —

The Definitive Worksheet to Optimize Your LinkedIn Profile Headline

A comprehensive online course by Wayne Breitbarth, author of *The Power Formula for LinkedIn Success*

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 are moving around the LinkedIn site. 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.

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)

8. Click the blue *Save* 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.