



Brainstorm at least 5-10 headlines - 220 Characters

Tip: 3 things are crucial for a strong headline: Your prospect, your specialty (keywords) and your benefit or outcome, or CTA (call to action)

Tip: Change your headline every so often to reflect your current lead generation focus and test, test, test!

HEADLINE FORMULAS & HACKS

HOT TIP: Use Title Case for ease of reading much like advertising or article headlines
<https://titlecaseconverter.com/>

TIP: Make sure you use your main keyword in the headline for organic reach

Beginner Headline: Can use “I Help” or “Helping”

Formula: "I help [target audience] [achieve specific result] [using your method/approach] so that [ultimate benefit/outcome]"

Examples:

1. "I help new moms lose the last 10 pounds in the next 90 days so that they never feel like the biggest girl in the room again!"
2. "I help introverts ditch insecurity and finally feel like a badass so that they never worry about having a dinner date again!"
3. "I help entrepreneurs grow their business to \$20k months, effortlessly, so that they don't burn out and ruin the relationships that mean the most to them!"
4. "I help ambitious entrepreneurs who are overworked and exhausted scale their business to \$100k a month in passive income using The SELF Made Method"

LinkedIn Acceleration

This formula helps you clearly communicate who you serve, what you do, and why it matters, making it an effective tool for LinkedIn headlines, professional bios, and marketing materials.

2024 Headline Trends

These are based on current trends and best practices for LinkedIn profiles:

1. **Use the "Problem-Solution" Formula**

Example: "Helping SaaS startups scale from 6 to 7 figures | Growth Marketing Expert"

2. **Highlight Your Unique Value Proposition**

Example: "Transforming struggling teams into high-performing powerhouses | Leadership Coach"

3. **Include Quantifiable Results**

Example: "Marketing Strategist | Drove 300% ROI for 50+ B2B clients"

4. **Showcase Your Personal Brand**

Example: "The Sustainability Guru | Helping companies go green and save green"

5. **Use Power Words**

Example: "Innovative Product Manager | Crafting game-changing solutions for Fortune 500 companies"

6. **Incorporate Emojis (Sparingly)** Use as a separator instead of the pipe (|)

Example: " 🚀 Tech Entrepreneur 💡 Innovation Catalyst 🌱 Startup Mentor"

7. **Mention Notable Achievements or Recognitions**

Example: "Award-winning UX Designer | Featured in Forbes 30 Under 30"

8. **Address Your Target Audience Directly**

Example: "Empowering female entrepreneurs to build 7-figure online businesses"

9. **Use a Question to Spark Curiosity**

Example: "Want to 10x your LinkedIn engagement? | Social Media Strategist"

LinkedIn Acceleration

10. Highlight Your Unique Methodology or Approach

Example: "Executive Coach | The RISE Method™ for Authentic Leadership"

11. Combine Current Role with Future Aspirations

Example: "Senior Software Engineer | Aspiring CTO | Building the future of EdTech"

12. Showcase Thought Leadership

Example: "Fintech Futurist | Blockchain Evangelist | Keynote Speaker"

13. Use Alliteration for Memorability

Example: "Digital Dynamo | Driving Dramatic Data-Driven Decisions"

14. Highlight Your Niche Expertise

Example: "Cybersecurity Specialist for IoT Devices | Protecting the Connected World"

These headline hacks can help make your LinkedIn profile stand out and attract the right audience in 2024.

Remember to keep your headline authentic to your personal brand and relevant to your professional goals.

Some Formula Examples...

Real Headlines That Work From *Real* LinkedIn Profiles

- Nationally Recognized Tax Resolution Attorney - Providing Innovative Solutions to IRS Tax Dilemmas
- Future-Proof Your Teams To Reach New Success Levels & Gain A Competitive Edge in 2019! 🙌🏻
- Consulting Business Owners on How to Control Your Business & Life - Proven Secrets to Creating Highly Productive Teams
- Get More New Patients - Get More Patients to Say Yes - Make More Money Master Your Practice

LinkedIn Acceleration

- ❑ Area Exclusive License Centers - Methods to Breaking the Cycle of Learning Disabilities | Co-Founder Stowell Learning
- ❑ Real Estate On Your Terms: Create Continuous Cash Flow Now, Without Using Your Cash Or Credit 🏠 Message Me Today!
- ❑ Generate 5-10 High Value Leads Per Week With Our Proven 6-Step LinkedIn Client-Getting System 🚀 Message Me TODAY!
- ❑ Helping Banks & Credit Unions Effectively Cross-Promote Their Products and Services
★ Ask Me How!
- ❑ Helping Families Save Time and Headaches Researching & Documenting Their Family History | Professional Genealogist & Researcher (Brenda Rinehart)
- ❑ Helping Commercial & Industrial Building Owners Across the U.S. Save Money on Their Building Maintenance Investments 🏢 Professional & Certified Commercial Roofing Contractors, President & Owner
- ❑ We Help Business Professionals & Entrepreneurs Grow Their Businesses to 6-Figures or More Through LinkedIn Marketing Frameworks 🚀 Int'l Best Selling Author & Coach to Solopreneurs to \$50M SaaS Companies

YOUR TURN: