

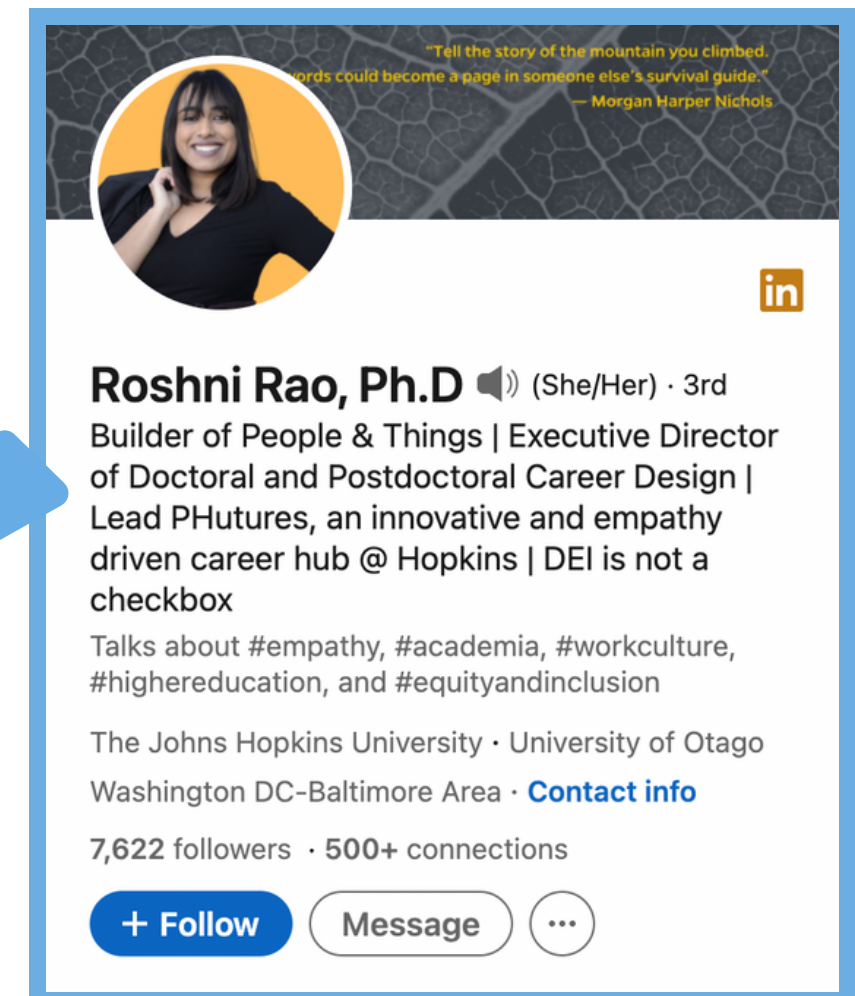
# How To Write A Compelling LinkedIn Headline

## 1. Understanding the Headline

- It is at the top of your LinkedIn profile- It is the first line that people will see!
- It is no longer than 220 characters.
- It should be distinguishable and entice users to learn more about you.

## 2. Constructing the Headline

- ➔ Tailor it to your target audience
  - Be understandable and reachable by using common terms
  - Ex. "Sales Representative", not "Account Growth Manager"
- ➔ Add value to your identity
  - Why do you do what you do? How are you helping people?
  - This basically answers your "So What?"
- ➔ Be specific and creative
  - You are trying to catch the user's attention and stand out from your competitors. How are you an individual?
  - Don't use hyperboles, such as "Best" or "Superior", but instead: communicate previous success stories or experiences
- ➔ Use keywords
  - What will your target audience be searching for?
  - Some keyword areas to focus on: Location, Job Position and Experience, Skills and Certificates, Degree and Field of Study, Services or Products you offer



A simple trick is using this simple formula: **[Job Title]: Helping X to do Y**

## 3. Strong Headlines for PhD Students:

- "I love connecting dots, data and people | PhD Researcher @ Johns Hopkins University"
- "Science Communicator specializing in Translational Medicine"
- Data-Driven Educator Improving effectiveness of STEM Programs
- Empowering Graduate Students and Postdoctoral Fellows to Design their Lives | Historian @ Work | Associate Director, PHutures at The Johns Hopkins University