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A great LinkedIn headline can 10x your results.

But 99% of people's headlines suck.

Here's my 7 step formula for turning your headline into an opportunity generating machine:

1/ Everyone's Headline Is The Same

Don't believe me?

Run a search for any job title on LinkedIn.

Everyone's headline on the results page will be some version of:

[Job Title] at [Company]

With that headline, you're only competing on brand equity.

Not your own value.

2/ Great Headlines Have 2 Things

I've reviewed thousands of LinkedIn profiles.

My data shows that the most effective headlines include:

1. Relevant industry keywords
2. A unique value proposition

I like to lead with keywords and end with the value prop. For example:

3/ Start With The Right Keywords

Here's how:

1. Find 20+ job descriptions for target roles
2. Copy all 20 of them and paste them into https://t.co/GNdV1zXAsa's job description scanner
3. Run the scan and save the top 5-10 keywords

These are the ones you want in your headline.

4/ Find Your Unique Value

Start by asking yourself 3 questions:

1. How have I helped the companies I've worked for?
2. What results has my work driven for them?
3. How is my approach different from others?

Build that all into a single sentence starting with, "I Help..."

5/ Examples of Unique Value

For example:

■ SaaS Marketing Manager

Becomes:

■ I help SaaS startups add 25k users in 12 months without ads

Or:

■ Data Scientist

Becomes:

■ I use big data to help hospitals reduce readmission rates by 17.5% across 2.5M patients

6/ What If I'm Not In A Numbers-Focused Role?

Every role has quantifiable value!

Instead of dollars, consider:

- Scope (Budget, # Users, etc)
- Efficiency / Productivity
- Time (how long something took)
- Comparison

- Asking other teams about the impact your work made

7/ Creating Your Headline

Now you have your keywords and your unique value prop.

Drop them into this LinkedIn headline formula:

[Job Title] | [Keyword 1], [Keyword 2], [Keyword 3] | [Unique Value Prop]

I recommend coming up with 3-5 different versions before choosing one.

8/ LinkedIn Headline Example #1

For this example, we'll focus on a Marketer

Their headline might look like this:

Marketing at Snap | B2B, Paid Social, Analytics-Driven | I Help Snap's B2B Clients Generate 500% ROAS With Social Advertising

9/ LinkedIn Headline Example #2

For this example, we'll focus on a Graphic Designer.

Their headline might look like this:

Graphic Designer at Hubspot | Human-Centered Designer | I Help Companies Create Ad Designs That Drive 30% More Conversions

10/ LinkedIn Headline Example #3

For our final example, we'll focus on a Data Analyst.

Their headline might look like this:

Data Analyst at Microsoft | Python, SQL, Tableau | I Help Companies Use Big Data To Tell Stories That Boost Customer Retention By 77%

11/ Want More Advice Like This?

1. Give me a follow (@austinbelcak)!

2. Sign up for my free Cultivated Careers Newsletter.

I'll send you my 5 most effective job search strategies + one new job search tip every Monday: https://t.co/OzeKW23Zp5

Have an awesome Thursday! ■