

LinkedIn MAKEOVER

HEADLINE GENERATOR

A Guide to Creating Highly Effective
& Engaging LinkedIn Headlines

By **Donna Serdula** of
LinkedIn-Makeover.com

Author of
*LinkedIn Makeover:
Professional Secrets to a
POWERFUL LinkedIn Profile*



HEADLINE GENERATOR

A Guide to Creating Highly Effective & Engaging LinkedIn Headlines

TABLE OF CONTENTS

2.....	Introduction
3.....	Keyword Headline
4.....	Keyword Headline Generator
5.....	Keyword Headline Examples
6.....	Power Statement Headlines
7.....	Power Statement Headlines Examples
8.....	Tell your Friends
9.....	The LinkedIn Loop

Free Resources!

After you are finished with your LinkedIn Headline, stop over to my free resources page and check out all the great sources I have amassed.

[GO TO RESOURCES](#)

HEADLINE GENERATOR

A Guide to Creating Highly Effective & Engaging LinkedIn Headlines

2

INTRODUCTION

Your LinkedIn Headline is the shortened version of your profile. It tells who you are in 120 characters or less. Your headline is often your readers' very first impression of you and it will determine whether they continue reading or click to the next profile. Let's make your headline sing!

Your headline sums up your professional "identity" in a very short phrase. You want this phrase to be catchy, bright, and clever.

Not all headlines follow the same mold. I have found there are 2 distinct headline types:

- ***The Keyword- Packed Headline***
- ***The Power Statement Headline***

Need Help?

If at any point you have any questions, please don't hesitate to contact me. You can reach me on Twitter ([@donnaserdula](#)) or on [LinkedIn](#). Even if you don't have any questions, I'd love for you to come by and say hello! If you want to reach me in private you can email me at Donna@LinkedIn-Makeover.com.

KEYWORD HEADLINE

The *Keyword-Packed Headline* is the most popular headline choice amongst LinkedIn users. It's a great way to optimize your profile because it uses your *keywords*. When crafted in the right way, this type of headline can really pack a punch.

The secret to a POWERFUL *Keyword-Packed Headline* is coupling your professional *keywords* with personal,

extracurricular *keywords*. This turns a corporate creature into a three dimensional human being.

The next page provides you with my [LinkedIn Headline Generator](#). Pick and choose between the different *keyword* categories. Just remember, you want a headline that is easy to read AND compelling to your reader.

Keywords

To learn more about choosing the right keywords and how to optimize your LinkedIn profile so you can easily be found on LinkedIn, order my book:

> [LinkedIn Makeover: Professional Secrets to a POWERFUL LinkedIn Profile!](#)

HEADLINE GENERATOR



1 Start with an adjective (Choose only 1!)

- | | | | |
|---------------------------------------|---------------------------------------|-------------------------------------|--|
| <input type="checkbox"/> Accomplished | <input type="checkbox"/> Executive | <input type="checkbox"/> Expert | <input type="checkbox"/> Holistic |
| <input type="checkbox"/> Animated | <input type="checkbox"/> Energetic | <input type="checkbox"/> Skilled | <input type="checkbox"/> Freelance |
| <input type="checkbox"/> Certified | <input type="checkbox"/> Influential | <input type="checkbox"/> Masterful | <input type="checkbox"/> Itinerant |
| <input type="checkbox"/> Engaging | <input type="checkbox"/> Professional | <input type="checkbox"/> Gifted | <input type="checkbox"/> Sassy |
| <input type="checkbox"/> Exciting | <input type="checkbox"/> Effective | <input type="checkbox"/> Innovative | <input type="checkbox"/> Capable |
| <input type="checkbox"/> Experienced | <input type="checkbox"/> Dynamic | <input type="checkbox"/> Unabashed | <input type="checkbox"/> _____ (other) |

2 Add your Role/Position

- | | |
|--|--|
| <input type="checkbox"/> CIO/CEO/CFO | <input type="checkbox"/> Writer |
| <input type="checkbox"/> Sales Professional | <input type="checkbox"/> Customer Service |
| <input type="checkbox"/> Human Resources Manager | <input type="checkbox"/> Corporate Executive |
| <input type="checkbox"/> Account Manager | <input type="checkbox"/> Technology Consultant |
| <input type="checkbox"/> Marketing Professional | <input type="checkbox"/> Project Manager |
| <input type="checkbox"/> Speaker | <input type="checkbox"/> _____ (other) |

3 Add a bullet!

Copy & Paste one of these bullets:



4 Add an Application or a Methodology

- | | | |
|---|---|---|
| <input type="checkbox"/> PowerPoint | <input type="checkbox"/> CRM | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> Google Analytics | <input type="checkbox"/> Sales Force Automation | <input type="checkbox"/> Leadership |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Personal Branding | <input type="checkbox"/> _____ (other) |

5 Add a Suffix

- | | | | | | |
|-------------------------------------|-----------------------------------|---------------------------------------|---|----------------------------------|--|
| <input type="checkbox"/> Addict | <input type="checkbox"/> Builder | <input type="checkbox"/> Curator | <input type="checkbox"/> Evangelist | <input type="checkbox"/> Guru | <input type="checkbox"/> Optimizer |
| <input type="checkbox"/> Advisor | <input type="checkbox"/> Catalyst | <input type="checkbox"/> Consultant | <input type="checkbox"/> Expert | <input type="checkbox"/> Lover | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Advocate | <input type="checkbox"/> Champion | <input type="checkbox"/> Developer | <input type="checkbox"/> Extraordinaire | <input type="checkbox"/> Maven | <input type="checkbox"/> Strategist |
| <input type="checkbox"/> Aficionado | <input type="checkbox"/> Coach | <input type="checkbox"/> Enthusiast | <input type="checkbox"/> Fanatic | <input type="checkbox"/> Maestro | <input type="checkbox"/> _____ (other) |
| <input type="checkbox"/> Artist | <input type="checkbox"/> Crusader | <input type="checkbox"/> Entrepreneur | <input type="checkbox"/> Generator | <input type="checkbox"/> Meister | |

6 Add a bullet!

Copy & Paste one of these bullets:



7 Add an Extracurricular Activity

- | | |
|--|--|
| <input type="checkbox"/> Foodie | <input type="checkbox"/> Volunteer |
| <input type="checkbox"/> Marathon Runner | <input type="checkbox"/> World Traveler |
| <input type="checkbox"/> Humanitarian | <input type="checkbox"/> Yoga Addict |
| <input type="checkbox"/> Golfer | <input type="checkbox"/> Geek |
| <input type="checkbox"/> Community Organizer | <input type="checkbox"/> Technology Whiz |
| <input type="checkbox"/> Pilates Star | <input type="checkbox"/> _____ (other) |
| <input type="checkbox"/> Sports Fanatic | |

8 Add a bullet!

Copy & Paste one of these bullets:



9 Add an Add-on

- | | |
|---|--|
| <input type="checkbox"/> Change Agent | <input type="checkbox"/> Read my Profile |
| <input type="checkbox"/> Thought Leader | <input type="checkbox"/> Learn More |
| <input type="checkbox"/> Corporate Athlete | <input type="checkbox"/> Curious? Read on! |
| <input type="checkbox"/> Powerhouse | <input type="checkbox"/> CLICK HERE! |
| <input type="checkbox"/> Best in Breed | <input type="checkbox"/> LION |
| <input type="checkbox"/> Brand Evangelist | <input type="checkbox"/> Rock On! |
| <input type="checkbox"/> Enlightened Leader | <input type="checkbox"/> _____ (other) |
| <input type="checkbox"/> Game Changer | |
| <input type="checkbox"/> Corporate Pawn | |

You can only use 120 characters so choose wisely!

HEADLINE GENERATOR

A Guide to Creating Highly Effective & Engaging LinkedIn Headlines

5

KEYWORD HEADLINE EXAMPLES

Accomplished Corporate Executive ◊ Project Management Expert
◊ Yoga Addict ◊ Thought Leader

Engaging Customer Service Rep ♦ Sales Force Automation Coach
♦ Humanitarian ♦ Corporate Athlete

Sassy Writer ☺ Social Media Maven ☺ Technology Whiz
☺ Read My Profile to find out MORE!

Influential Marketing Professional • Google Analytics Guru
• Itinerant Golfer • Influential Leader

Dynamic Speaker ■ Social Media Powerhouse ■ World Traveler ■ Read my Profile!

Or change it up a bit...

Leader, Winner, Game Changer, Entrepreneur, Humanitarian

Engineering Executive ■ Six Sigma Black Belt ■ English/French Fluent ■ Strategic Leader

Real Estate Professional • Home Sales & Leasing Specialist
• New Home Champion • Theater Buff

Planning & Strategies Consultant | Engaging Speaker
| Trained Psychologist | Scrabble Addict

HEADLINE GENERATOR

A Guide to Creating Highly Effective & Engaging LinkedIn Headlines

POWER STATEMENT HEADLINE

The *POWER Statement Headline* is my personal favorite because if done well, it really tells a story and compels people to check out your profile.

Ex. Helping businesses embrace social media and GROW!

When crafting a *POWER Statement Headline*, start with: “Helping people...” or “Helping companies...” and then fill in the rest.

The question to ask yourself is *how do you help people or companies?* Think in terms of benefits provided.

The next page contains a list of Power Statement Headlines that you can use for inspiration!

Having trouble? Need more help?

Why do it on your own when you can hire a professional to do it for you?
> [Check out my services page to start your journey to an optimized LinkedIn profile and an impressive professional brand!](#)



HEADLINE GENERATOR

A Guide to Creating Highly Effective & Engaging LinkedIn Headlines

7

POWER STATEMENT HEADLINE

EXAMPLES

- Helping Individuals Achieve Independence by Finding Them the Business of Their Dreams
- Helping Companies Translate Their Business Goals and Ideas to Operational Reality and Positive ROI
- Helping Businesses Develop Strong Sales Forces through Intensive Sales Training Programs
- IT Specialist Devoted To Creating Stable, Scalable Solutions for Small Businesses
- Solving urgent leadership problems, when your CEO steps down, I step up

Need more than just your
Headline optimized?

> [Click here to buy my online DIY course and get all my secrets to creating a POWERFUL LinkedIn Profile today!](#)



HEADLINE GENERATOR

A Guide to Creating Highly Effective & Engaging LinkedIn Headlines

Tell Your Friends about your new POWERFUL Headline!



Share on Twitter



Share on LinkedIn

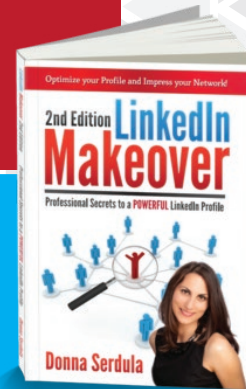
Expand your Network!

> Connect with Donna on LinkedIn!



Buy My Book!

**LinkedIn Makeover:
Professional Secrets to a POWERFUL LinkedIn Profile
by Donna Serdula**



Learn the secrets to creating a POWERFUL LinkedIn Profile! This easy to read and fun book walks you through building an amazing LinkedIn profile. Chock full of LinkedIn summary and headline examples, *LinkedIn Makeover: Professional Secrets to a POWERFUL LinkedIn Profile* is your one stop resource to learn how to optimize your LinkedIn profile so you can get FOUND on LinkedIn.

[> BUY THE BOOK!](#)

Hire Me to Write Your LinkedIn Profile!

Hire me to write your LinkedIn Profile!

Get a professionally written LinkedIn profile from the author of *LinkedIn Makeover: Professional Secrets to a POWERFUL LinkedIn Profile*! Working directly with Donna Serdula, or one of her Branding Specialists, your profile will be optimized for the best results. Stand out from the crowd with a LinkedIn profile that sells you as an expert in your industry and markets you as someone who deserves to be noticed.

[> ORDER TODAY!](#)

**LinkedIn
MAKEOVER**

Read My Blog!

Stay in the LinkedIn Loop!

The *LinkedIn-Makeover.com* blog keeps you up to date on the latest information on LinkedIn, including tons of tips and video tutorials!

[> READ MY BLOG!](#)

