The Clear LinkedIn Headline Formula

A simple framework to improve profile clarity and visibility

Why this matters

Your headline is one of the most viewed parts of your LinkedIn profile.
It should make it easy for the right people to understand what you do.

The Headline Formula

Step 1. Core role or expertise

What do you actually do?

Examples:

Operations Manager
Career Coach
Data Analyst
Customer Experience Lead

Write Yours:

_____

_____

Step 2. Who you help

This could be an audience, industry, or problem space.

Examples:

Scaling businesses
Senior professionals

Global teams
Regulated industries

Write yours;

_____

_____

Step 3. Value or outcome

What difference does your work make?

Examples:

Improving efficiency
Driving growth
Reducing risk
Supporting transformation

Write yours:

_____

_____

Putting it together

Role + Who you help + Value

Draft 1

_____

Draft 2

_____

Common Mistakes to Avoid

Listing too many job titles
Buzzwords without context
Long skill lists
Being vague to appeal to everyone

Final Check

Can someone outside your industry understand this?

Does it sound like a human, not a job advert?

If you want personalised feedback, you can [book a LinkedIn profile review](#) with me!