

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!



The image shows a business card for Lisa Howe, a Career Coach. The card is light beige with a dotted border. On the left is a circular portrait of Lisa Howe, a woman with blonde hair, wearing a brown top. To the right of the portrait, the text reads: **LISA HOWE**, Career Coach. Below this, there are four lines of contact information, each with a small icon: a telephone icon for the phone number +44 7877781745, an envelope icon for the email address lisahowecareersolutions@gmail.com, a globe icon for the website www.LHCVSolutions.com, and a location pin icon for United Kingdom. At the bottom, there is a calendar icon and the text [Book a Discovery Call](#). To the right of the card is a QR code with a dark blue speech bubble above it containing the text **SCAN ME**.