

LinkedIn Headline Best Practices

Do	Don't
240 Characters	Not Your Job
Name Your Target Audience	Avoid pronouns, "I, me, my"
Results You Bring	Stay away from jargon
Problem You Solve	Avoid "Expert" "Guru" etc.
Personal Branding	Try not to use empty words
How are you different?	Avoid Emojis and loud characters

1. Who do you serve?
2. What results do you bring?
3. What problem do you solve?
4. What differentiates you?