

**#AllThingsLinkedIn
#1**

**3 ways to nail your
LinkedIn profile
headline**



#1 Start with a short phrase

This phrase must be able to summarize your WHY or mission.

It can be a tagline from your personal brand's logo OR a phrase explaining what your vision is.

Make sure it is no longer than 5 words so there is still space left for tips 2 and 3.



#2 Describe your main jobs and/or projects

They must be short descriptions of what you do at your job or projects.

Use nouns preferably, so you can save valuable space in your headline.

If you have an important link to share put it here with an @ before it. If it is long use a bit.ly link instead.



#3 Put an emoji

Choose one that best describes or fits your personal brand.

Use only one as using two or more can make your profile headline look busy and cluttered.

Keep it clean and pick an emoji that relates best to who you are and what you do. Be creative but keep it simple!



Remember!

Your profile headline must be:

- clear, so that people understand who you are and what you do in brief**
- inspiring, so that it sparks attention and triggers curiosity to learn more about you**

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