How To Write A Compelling LinkedIn Headline

1. Understanding the Headline
   - It is at the top of your LinkedIn profile - it is the first line that people will see!
   - It is no longer than 220 characters.
   - It should be distinguishable and entice users to learn more about you.

2. Constructing the Headline
   - Tailor it to your target audience
     - Be understandable and reachable by using common terms
     - Ex. "Sales Representative", not "Account Growth Manager"
   - Add value to your identity
     - Why do you do what you do? How are you helping people?
     - This basically answers your "So What?"
   - Be specific and creative
     - You are trying to catch the user’s attention and stand out from your competitors. How are you an individual?
     - Don’t use hyperboles, such as "Best" or "Superior", but instead:
       communicate previous success stories or experiences
   - Use keywords
     - What will your target audience be searching for?
     - Some keyword areas to focus on: Location, Job Position and Experience, Skills and Certificates, Degree and Field of Study, Services or Products you offer

A simple trick is using this simple formula: [Job Title]: Helping X to do Y

3. Strong Headlines for PhD Students:
   - "I love connecting dots, data and people | PhD Researcher @ Johns Hopkins University"
   - "Science Communicator specializing in Translational Medicine"
   - Data-Driven Educator Improving effectiveness of STEM Programs
   - Empowering Graduate Students and Postdoctoral Fellows to Design their Lives | Historian @ Work | Associate Director, PHutures at The Johns Hopkins University