

# Template:

## 4-Step Headline System



Make it easy for recruiters and prospects to make a fit/no fit decision fast.

You want a referral to easily say the sentence below about you to a prospect. Make it super easy and clear for them to *market you* when they answer the question, “so, what does s/he do?”

This is also YOUR answer to the question “what do you do?”

### Think in 4 steps:

1. **WHAT** you are
2. **WHO** you help
3. **HOW** you help them
4. **PROOF** and **CREDIBILITY**

S/he is a \_\_\_\_\_[WHAT] who helps \_\_\_\_\_[WHO] do  
\_\_\_\_\_ [HOW] better/cheaper/faster. S/he is featured/certified  
in\_\_\_\_\_. // Her/his clients include \_\_\_\_\_. [PROOF and  
CREDIBILITY]

### Example:

She is a LinkedIn trainer [WHAT] who helps successful professionals in health, law & management consulting [WHO] develop, promote & profit from their LinkedIn profile [HOW]. She is featured in TED and Science [PROOF and CREDIBILITY].

## Pro tip on PROOF and CREDIBILITY:

- Only well-known and respected media/certification/clients
- Max 3, in this order: most well-known first, least well-known in the middle.
- Mix them around and test the response

## Examples:

S/he is featured in TED.

Her/his clients include BigPharmaCompany/Big4Company.

S/he has an MBA/PhD.

S/he is an authorised translator.

Specialises in North European markets. [**note:** this one is not really a proof, but it works as a hook and keyword. The more specific the better.]

## Now put it all together:

She is a LinkedIn trainer who helps successful professionals in health, law & management consulting develop, promote & profit from their LinkedIn profile. She is featured in TED and Science.

**Bonus tip:** this is also a great manuscript for your 'elevator pitch'. In this way, after people meet you and later look at your LinkedIn Profile, they are *warmed up* and more receptive to look for other things. Plus, the written Headline *confirms* what you said.

Now you try it:

1. **WHAT** you are

.....

2. **WHO** you help

.....

3. **HOW** you help them

.....

4. **PROOF** and **CREDIBILITY**

.....

You can always send me your texts and I'll try to review them 😊



[www.creategreatlinkedinprofiles.com](http://www.creategreatlinkedinprofiles.com)