



LINKEDIN FORMULA

Write a Headline and About Section That Get Noticed

Two fill-in formulas, built from what recruiters actually search for.

Your headline

1**Your role**

Your current title or the role you're targeting

2**Your specialties**

Two or three skills recruiters search for

3**Your value**

Who you help or what you bring, in a short phrase

[ROLE] | [SPECIALTY] • [SPECIALTY] • [SPECIALTY] | [YOUR VALUE]

OPERATIONS

Operations Manager | Distribution •
Process Improvement • Team Leadership
| Building safer, faster fulfillment teams

CAREER CHANGER

Learning and Development Specialist |
Instructional Design • Facilitation •
eLearning | Former educator building
workplace learning

Your About section

Write it in first person, like you're introducing yourself. Only the first few lines show before “see more,” so make the hook count.

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- 1 The hook** I'm a [ROLE] who [WHAT YOU DO BEST] for [WHO YOU SERVE].
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- 2 Your experience** Over [NUMBER] years in [FIELD], I've [SCOPE OR CAREER HIGHLIGHT].
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- 3 Your proof** Recently, I [ACCOMPLISHMENT WITH A RESULT]. I also [SECOND ACCOMPLISHMENT].
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- 4 How you work** People who work with me know me for [STRENGTH] and [STRENGTH].
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- 5 What's next** I'm currently [FOCUSED ON OR OPEN TO]. Feel free to connect or reach me at [EMAIL].
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An About Section, Filled In

EXAMPLE · DANIEL, OPERATIONS MANAGER · FICTIONAL

I'm an operations manager who builds safer, faster fulfillment teams for growing distribution businesses.

Over 8 years in distribution operations, I've led teams of up to 85 people across two shifts and guided a full warehouse management system rollout.

Recently, I redesigned our pick-and-pack process with my supervisors, raising order accuracy from 96.8% to 99.4%. I also rebuilt our shift schedules around volume forecasts, cutting overtime by 22%.

People who work with me know me for steady communication and for developing supervisors into leaders.

I'm currently focused on scaling multi-site operations. Feel free to connect or reach me at daniel.reyes@email.com.

QUICK PROFILE CHECKLIST

- ☐ Use a clear, current headshot
- ☐ Add a banner that reflects your field
- ☐ List skills that match your target roles
- ☐ Turn on "Open to Work" for recruiters only, if you're job searching quietly
- ☐ Match your job titles and dates to your resume

AVOID

- ☐ "Unemployed" or "Seeking opportunities" as your headline
- ☐ Copying your resume summary word for word
- ☐ Buzzwords like "passionate" and "results-driven"
- ☐ Writing your About section in third person

YOUR NEXT STEP

Want it done for you?

The TG Career Co. Resume & LinkedIn Package pairs a strategic resume with a fully optimized LinkedIn profile.

- Ready-to-paste headline, About section and experience content
- A customized LinkedIn banner
- A LinkedIn usage guide to help you get the most from your profile

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