



How to Create an Impactful LinkedIn Headline for High School Students Applying to College

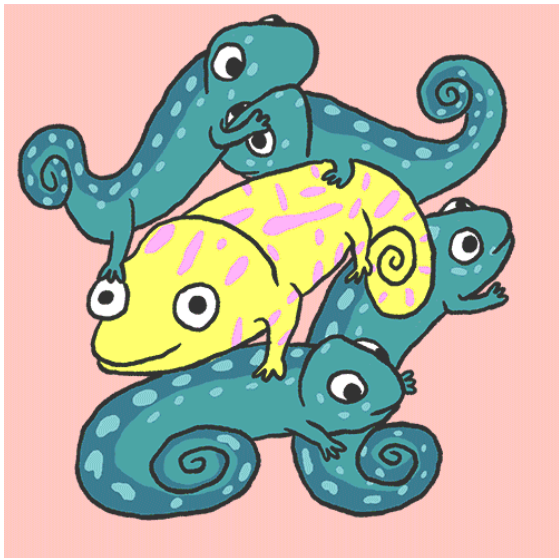
Your LinkedIn headline is one of the first things people see when they visit your profile.

It's your opportunity to make a strong first impression and communicate your expertise.

In this worksheet, we'll go through how you can smash it and get the best LinkedIn Headline to support your personal brand.

Not many people realise this, but every time they comment on a post on LinkedIn people see their profile photo, their LinkedIn headline and their comment.

So your headline could help you to make a statement.



How a Good Headline Helps You Grow Visibility:

A good headline helps grow your visibility on LinkedIn by:

- Appearing in search results when colleges and recruiters look for prospective students.
- Showcasing your unique strengths and aspirations, making your profile stand out.
- Creating a professional impression that encourages people to view your full profile.

The Steps that you need to take to Create Your Headline

1. **Reflect on Your Goals:**
 - a. Think about what you want to achieve and the message you want to convey to college admissions officers.
2. **Identify Key Attributes:**
 - a. List your key skills, interests, and any unique achievements.
3. **Combine Elements Concisely:**
 - a. Use a few powerful words to combine these elements into a cohesive headline.
4. **Revise and Optimize:**
 - a. Make sure your headline is clear, concise, and compelling. Ask for feedback from a teacher or mentor if needed.

Let's Build Your Headline

What to Include in Your Headline: When creating your LinkedIn headline, consider including the following elements:

1. Your Current Role: Mention that you are a high school student.

2. Your Ambition: State your future goals or the field you are interested in.

3. Key Skills or Interests: Highlight a few skills or interests that are relevant to your goals.

4. Unique Selling Points: Include any unique achievements or qualities that make you an ideal candidate for colleges.

Other things I'd like you to keep in mind

Keep It to the Point!

LinkedIn headlines have character limits. Aim for clarity and brevity. Your headline should be around 120 characters or less.

Include Keywords

Use relevant keywords that people might use when searching for your services or expertise. This improves your profile's visibility in LinkedIn searches.

List relevant keywords here:

Add a Dash of Personality

Inject some personality or creativity into your headline to make it memorable. This can set you apart from the competition.

Here are some simple examples:

"High School Student Aspiring to Study Computer Science | Robotics Enthusiast | Math Club President"

"High School Senior Passionate About Environmental Science | Aspiring Marine Biologist | Volunteer at Local Wildlife Sanctuary"

"Future Business Leader | High School Student with a Passion for Entrepreneurship and Marketing | DECA Member"

Here's mine (but it's changed a few times!)

Land more Clients with Clear Messaging and Content | LinkedIn Expert | Digital and Social Media Strategy Training | Lead Generation | Keynote Speaker | 25 + yrs experience | Down Syndrome Advocate

Draft Your Headline

Now, it's your turn. Write down a draft LinkedIn headline based on what you've learned in the previous steps. Don't worry if it's not perfect; you can refine it later.

Test and Optimise

After updating your headline, monitor its performance. Pay attention to connection requests, profile views, and engagement on your posts. If you don't see the desired results, consider tweaking your headline.