

# 5 DAY CHALLENGE

TURN YOUR EXISTING KNOWLEDGE INTO  
AN ONLINE COURSE



## WORKSHEET

USING LINKEDIN FOR BUSINESS

Day Five



LUXURY ACADEMY

LONDON

# TODAYS VIDEO

<https://lux.ac/challenge-day05>

# TODAYS TASK

This is THE most important part of your LinkedIn profile. Your headline needs to grab the attention of your ideal client in milliseconds.

As you can see – it's the part potential connections view and then decides to click on to find out more about you. Make it irresistible to the right people! Looking at your headline – is it about you or your ideal client?

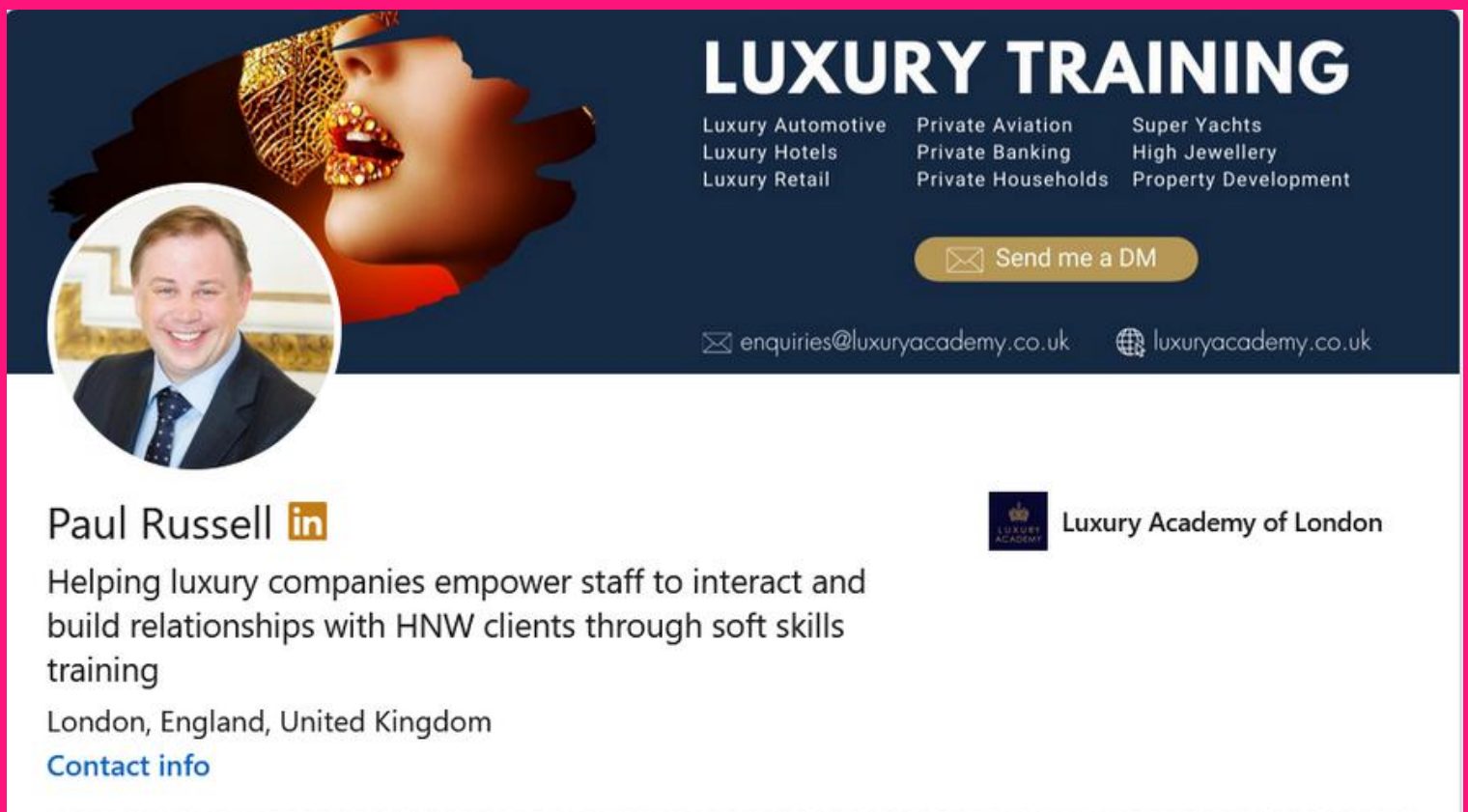
Your headline is probably the most recognisable thing about you on your profile. I advise using the template in this worksheet.

*Dr. Paul*

# HEADLINE TEMPLATE

**WHO** you help **WHAT** outcomes they get from working with you and **HOW** you do it

USE MINE AS AN EXAMPLE




**LUXURY TRAINING**

- Luxury Automotive
- Luxury Hotels
- Luxury Retail
- Private Aviation
- Private Banking
- Private Households
- Super Yachts
- High Jewellery
- Property Development

[Send me a DM](#)


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REMEMEBER TO CHOOSE ONE SERVICE, FOR ONE

CLIENT FOR YOUR HEADLINE.

# NOW DO THIS

1. Go to today's post in the Facebook Group
2. Put your headline into the comments
3. Use the hashtag #day5

*Dr. Paul*