

Annotated Banner and Headline Examples

Prepared by Sophie Lechner

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Engaging smiling picture

On brand colors

Features book without being "in your face"

**Create an online course
that changes lives**



Short phrase that describes the client outcome you provide

Rebecca (Frost) Cuevas (She/Her) · 1st

I help creative experts and entrepreneurs design effective and engaging online courses using my research-based Course Design Formula®.

Riverside, California, United States · [Contact info](#)

500+ connections



You both know Sharon Richmond, Dave Howard

Message

More

Clear sentence that includes audience, outcome and mechanism.

Engaging smiling picture

Clever use of white space to "remove" the edge of the banner

Use of logo while staying very "clean"



TEAM | KUBO

building online communities

Short, to the point tagline

Tonya Kubo · 1st

Launch Strategist and Community Champion

Merced, California, United States · [Contact info](#)

500+ connections



You both know Dave Howard, Priscilla Candido and 2 others

Message

More

Concise description of what you do

Mirasec



Kent State University

Engaging smiling picture

No need to display name here

Too busy: too many graphic elements

No need to display photo here



Wesleyne Greer · 1st

Build killer sales teams that hit monthly quota. Former chemist who coaches your sales managers to develop an actionable sales process. Within STEM (Science, Technology, Engineering & Manufacturing)

Greater Houston · [Contact info](#)

500+ connections

You both know Scott MacGregor, Michael Ray and 8 others

[Message](#) [More](#)



Alcorn State University

Powerful client outcome description

Powerful statement of outcome. Use of story to boost credibility.

Annotated About Section Examples

About

Are you passionate about effecting change in the world through teaching online?

When you work with me, you learn how to create focused, effective and engaging online learning that fulfills your purpose and does justice to your creative vision and expertise.

My clients and students include:

- Innovators
- Educators
- Coaches
- Leaders
- Consultants
- Content Creators
- Experts (in any field)
- Authors
- Thought leaders

Experienced educators who want to bring their content online often think they can simply replicate an effective classroom or workshop learning experience in a digital format. If you have tried this, you know it does not produce the depth of learning you are looking for.

Taking an effective face-to-face program and digitizing it, without applying learning design specific to the online learning space, leads to disengaged students and deep frustration for you and your course participants.

My Course Design Formula® is the product of over 12 years of research focused on how to translate classroom-based instruction to the online learning space.

Behind that there are my 2 Masters degrees in Education (one in curriculum development, the other in instructional technology) and over 30 years' experience working with many thousands of learners of all ages from toddlers to senior citizens.

I offer a proprietary, research-based, proven roadmap to effective online course creation through masterminds, online courses, and coaching. I work with individuals, academic & learning institutions, as well as corporate teams. I also work with organizations seeking learning design guidance for new, creative, online learning programs to address emerging needs.

Learn more about how I can help you on my website: <https://www.learnandgetsmarter.com/>

My mission is to support you in fulfilling your mission -- through teaching online.

Lots of people are out there telling you how to make money with online courses. I'm here telling you how to MAKE A DIFFERENCE with online courses.

Join me and become part of our growing community of passionate change makers. Together, we can light up the planet, one mind at a time.

I'd love to hear from you and learn about YOUR mission, vision, and goals for teaching online.

How to get in touch:

Message me here on LinkedIn.

Email me at Rebecca@learnandgetsmarter.com

Book a time to speak with me at <https://go.oncehub.com/RebeccaCuevas> (Choose the "Free One-Hour Strategy Session" option).

I'm very much looking forward to talking with you soon!

Excellent description of ideal client

Client Types in more detail so they can recognize themselves

Inspiring description of client outcome

Clear and succinct description of client pain point

Credibility and differentiators

Good use of white space. Short paragraphs. Easy to read

Your Solution and Key Benefits

Share your passion and what you stand for

Clear CTA

<https://www.linkedin.com/in/rebeccafcuevas/>

About

Often a company promotes a stand-out salesperson to the role of a sales manager but, coming from a salesperson role, they don't have the skills necessary to build & grow a top producing sales team.

Can you relate? If so, we should talk.

- 🔑 You have no action plan for your team to achieve the sales target
- 🔑 No Repeatable Sales Process documented - You need a Sales Process Map
- 🔑 Only 20% of your sales team is hitting their quota
- 🔑 Your Sales Manager is brand new & needs help getting started

The Solution?

This is where Transformed Sales, the experts, come in & help put a process in place where your Sales Manager is equipped to build & lead a dynamic sales team who reach their quotas every month.

The Key Benefits of the Transformed Sales Strategy:

- ▶ Starts at the heart of the problem by providing sales leadership coaching to the Sales Manager - Underperforming Sales Managers Lead to Underperforming Sales Teams
- ▶ The Sales Leadership Coaching System offers coaching strategies that improve sales team performance, mentors developing sellers, & offers ongoing best-practice reinforcement
- ▶ Helps Sales Managers improve their capability of holding productive conversations with internal sales team members, which creates a collaborative, dynamic environment in which sellers feel supported.

What sets Transformed Sales apart from our competitors?

- ▶ Proprietary 7-Steps Leadership Blueprint
- ▶ Highly Customized Training - No Cookie-Cutter Solutions
- ▶ Utilizes a consultative approach to selling
- ▶ Works alongside you to develop a Sales Process Flowchart that can be handed to salespeople on day one
- ▶ Transforms your sales by ensuring your salespeople are process-driven not people-driven

If you're looking for sales management coaching & training that will unleash your sales manager to build & mentor a top producing sales team that consistently brings in more repeatable sales, let's talk. Call or email me today.

📞 281-941-7272

✉️ wgreer@transformedsales.com

Client Problem

Client Problem in more detail

Your Solution and Key Benefits

Differentiators

Good use of emojis to liven up the text visually

Clear CTA

<https://www.linkedin.com/in/wesleynegreer/>

www.CarleneKelsey.Biz/

I'd LOVE to become your Online Business Partner for all things technical.

I serve Coaches and Course Creators and "side hustlers" who want to get started online, but are very confused about all the technical "behind the scenes" requirements. I work with my clients to unravel their online goals, and connect their systems: Website, EMail Marketing Autoresponder, and Social Media Channels to create an online brand that works for them 24/7.

Join my Gal Pal Facebook Group Where I share Tips, and you get networking and support from this great group: bit.ly/womendreamers

When asked this – "tell me a little about yourself"

I Reply People who know me best say that I am ---

Confident in my ability to manage my work and life while making the right decisions

Andpassionate about being organized, on time and detailed in all I do.

👤 A Recent client of mine - success metrics:

Here are here results: LinkedIn: Over 250 Connections & 50 Profile views every single week!

Instagram: She's growing her followers by 10-12 per week!

Her business coach said: "Your social media is working, I'm seeing you all over the internet."

My Top Strengths Are:

- ✔ Learner – The want to continuously improve
- ✔ Self-Assured—Confidence in my ability to manage
- ✔ Accountability—I take ownership
- ✔ Developer—Recognize the potential in others
- ✔ Focus—Set a course, prioritize, then act

Quotes that inspire me:

🗨️ Vision without action is a daydream. Action without vision is a nightmare.....Japanese proverb

🗨️ All who have accomplished great things have had a great aim, have fixed their gaze on a goal which was high, one which sometimes seemed impossible..... Orison Swett Marden

My Three Superpowers are:

- 📄 Detailed Research
- 👁️ An Eye for Creative Design
- 💻 Savvy With Online Tech

Specialties Include: WordPress Web Design, Image Design, Autoresponder set up & Newsletter Management, All Social Media Channels, Press Releases, Video Distribution, and many more.

I'd love to connect to find out how I can help you get your systems set up online. Contact me via email :

CAK@CarleneKelsey.biz Or Set Up a Quick Call with me @www.CarleneKelsey.as.me/consult/

For new entrepreneurs >> grab a copy of my 5 Tips to Starting Your Online Business >> bit.ly/StartCAK

And for all the Instagrammers, check out my online marketing tips & advice here > @CarleneKelsey

Clear audience, pain point and outcome

Warm invitation to useful resource

Testimonial with metrics = Gold!

Fun ways to share your personality and differentiators

Good use of emojis and white space to liven up the text visually and make it easy and fun to read and

Clear CTA

Lead Magnet & use of bit.ly so easy to find

Demonstrates fluency in several social media

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<https://g2experience.org/linkedin>