



# The Western-Buyer Headline Formula

*A swipe file of LinkedIn headlines that get Chinese suppliers found in the searches Western buyers actually run*

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## — Why your headline is the highest-leverage 220 characters on your profile

### — The formula

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### — Swipe file — copy and fill in

#### Sourcing agencies

- Sourcing & QC agent for US Amazon sellers · kitchen, home & pet · 14 factories audited
- China sourcing partner for [CATEGORY] · full QC + factory audits · [\$X] sourced for US/EU brands
- Your sourcing agent in [CITY] · [CATEGORY] specialist · sample-to-shipment in [X] days

#### Freight forwarders

- Freight forwarder for US importers · [LANE] specialist · door-to-door + customs handled
- Ocean & air freight for e-commerce brands · [PORT]→[DEST] · transparent all-in landed cost
- Logistics partner for small importers · no minimum · [LANE] in [X] days, no hidden fees

#### Software / SaaS

- I help e-commerce brands [OUTCOME + NUMBER] · founder @ [COMPANY] · [category] software
- [Software category] for supply-chain teams · cut [pain] by [X%] · book a 12-min demo ↓
- Helping [BUYER TYPE] solve [pain] · founder @ [COMPANY] · trusted by [X] brands

Factories

- OEM/ODM manufacturer of [PRODUCT] for US & EU brands · ISO 9001 + BSCI · [X] units/mo
- [PRODUCT] factory in [CITY] · small-batch friendly · full QC report with every order
- Manufacturing partner for [BUYER TYPE] · [certs] · MOQ from [X] · [Y] years, [Z%] on-time

— The 3 mistakes to delete today



*Want us to write your headline (and the rest of your profile) in the exact words Western buyers search? Reply to the email this came from.*