

5 POWERFUL WAYS TO IMPROVE YOUR LINKEDIN →



Armin Parvin
@arminparvin



You Jessica ...

You're the co-Founder and Managing Partner at **empatiX Consulting**.

A true GOAT in the management consulting industry.

But your LinkedIn? So much to work on.



Armin Parvin
@arminparvin



LinkedIn Profile = Landing Page

Your LinkedIn profile is your most valuable asset. The ultimate landing page.

Everyone that lands on your profile is a high-potential lead.

So, how can we make sure we maximize its potential for conversion?



Armin Parvin
@arminparvin



The 5 Magical Elements

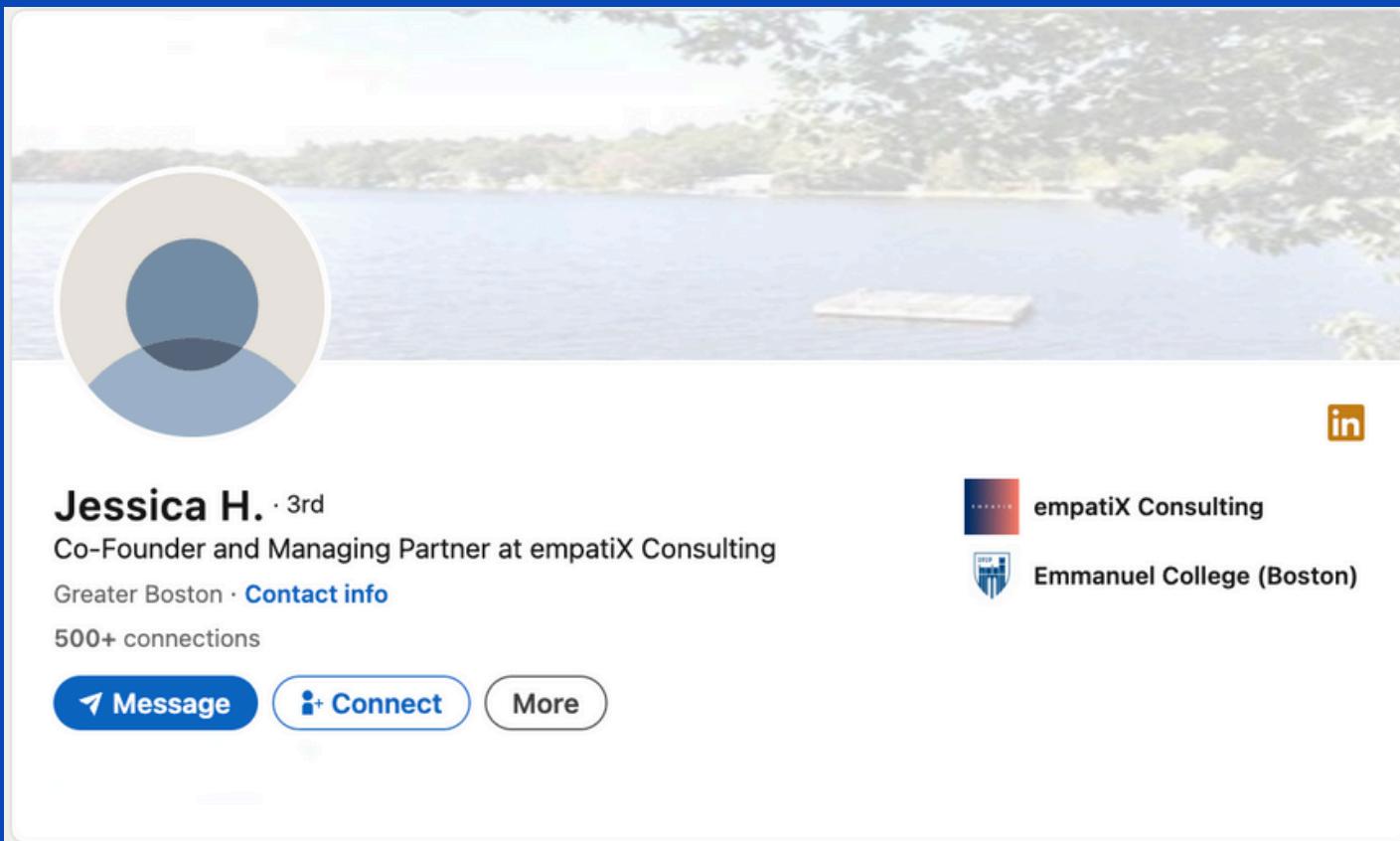
1. Profile Photo
2. Profile Banner
3. Tagline
4. Link
5. Featured Section



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@arminparvin



This is how your LinkedIn account looks now:



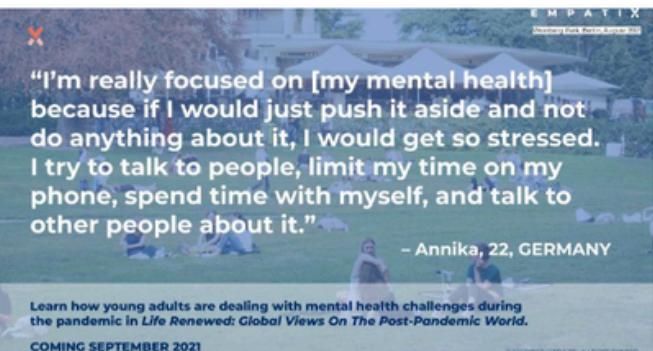
The screenshot shows a LinkedIn profile for Jessica H. at the top. Her profile picture is a placeholder image of a person's head. To the right, there are two company logos: 'empatiX Consulting' with a red square icon and 'Emmanuel College (Boston)' with a blue shield icon. Below the profile picture, her name 'Jessica H.' is listed with a '3rd' connection indicator, followed by 'Co-Founder and Managing Partner at empatiX Consulting'. It also shows 'Greater Boston · Contact info' and '500+ connections'. At the bottom of this section are three buttons: 'Message', 'Connect', and 'More'.

About

Experienced business consultant with a history of working with leading brands to leverage data and insights to drive transformational initiatives, best-in-class customer experience and critical business outcomes. Established Managing Director with expertise in building high-performing teams, with a "client first" approach.

Featured

Post



A post from 'empatiX Consulting' featuring a quote from Annika, 22, Germany: "I'm really focused on [my mental health] because if I would just push it aside and not do anything about it, I would get so stressed. I try to talk to people, limit my time on my phone, spend time with myself, and talk to other people about it." The post includes a small photo of a group of people outdoors and the text 'Learn how young adults are dealing with mental health challenges during the pandemic in *Life Renewed: Global Views On The Post-Pandemic World*. COMING SEPTEMBER 2021.'

So proud to work with such a curious and thoughtful team that is always looking for ways to help and care for those around us!

I ❤️ that **Melanie Shreffler** is leading the charge on exploring such an important topic in our ...

3



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Let's fix that together ...



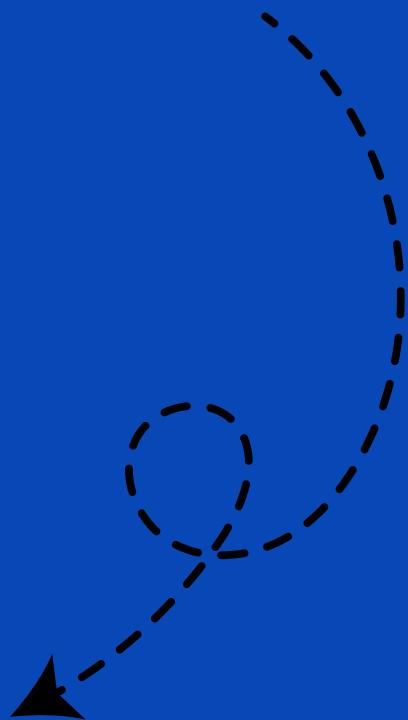
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1. Profile Photo

Having the right profile photo can build trust and show you as an approachable person.

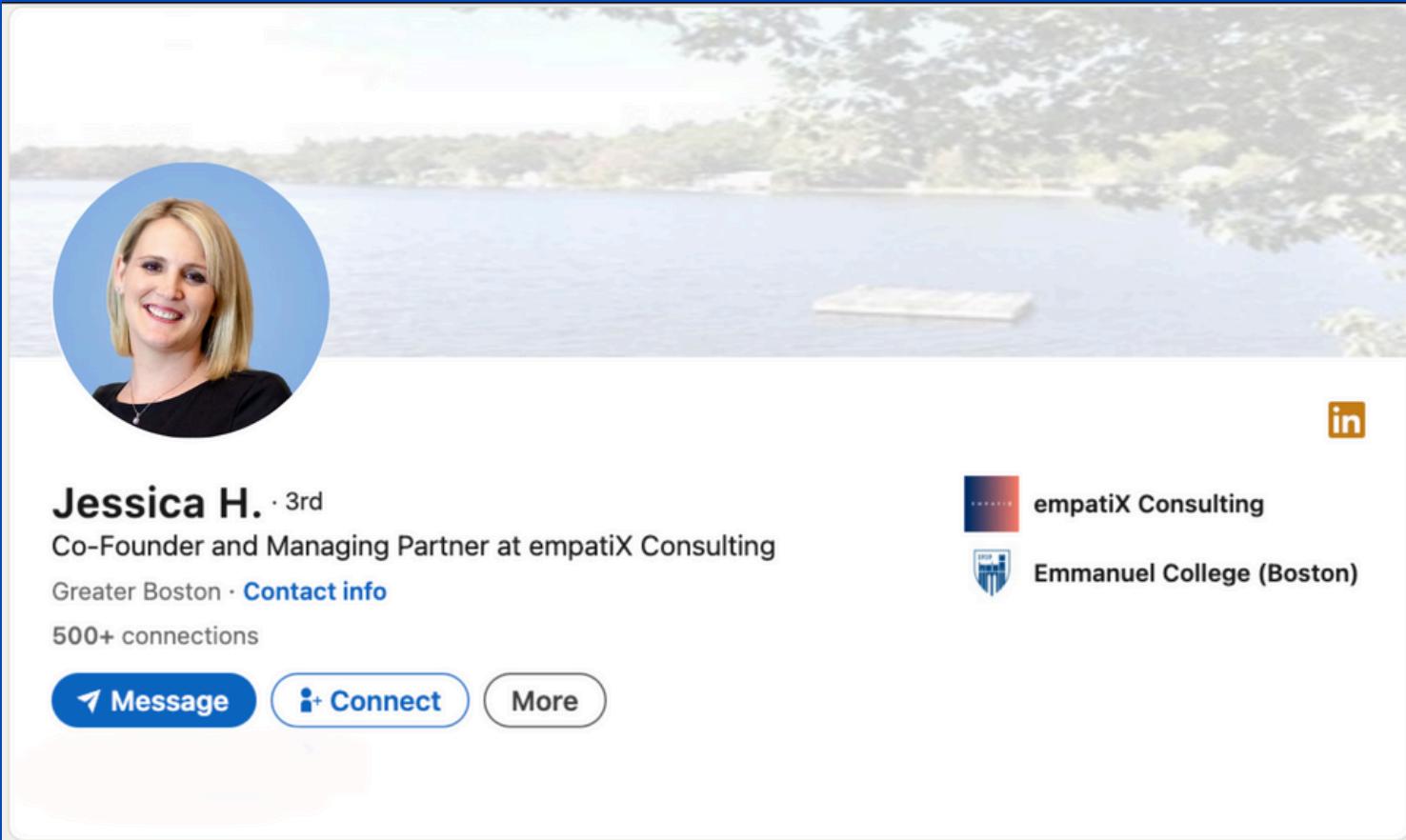
- Solid color background
- High-quality
- Zoomed-in
- Smiling



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This already looks much better!

A screenshot of a LinkedIn profile page for Jessica H. The profile picture shows a woman with blonde hair smiling. The background of the page is a scenic view of a body of water with trees in the distance. On the left, there's a summary section with her name, title, company, location, and connection count. On the right, there are two company logos: empatiX Consulting and Emmanuel College (Boston). At the bottom, there are three action buttons: "Message", "Connect", and "More".

Jessica H. · 3rd
Co-Founder and Managing Partner at empatiX Consulting
Greater Boston · [Contact info](#)
500+ connections

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

 empatiX Consulting
 Emmanuel College (Boston)



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2. Profile Banner

Your profile banner isn't there for your favorite nature scene.

It's a huge real estate given to you to catch the eyes of your target audience.

You can:

1. ask a question that relates to your ICP
2. provide the offer you give to your ICP
3. point it to your desired call-to-action
4. show where you've been featured
5. show the big clients you've helped



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@arminparvin



Let's ask a question.

Struggling to align customer experience with measurable growth?

EMPATIX

Jessica H. · 3rd
Co-Founder and Managing Partner at empatiX Consulting
Greater Boston · [Contact info](#)
500+ connections

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

in empatiX Consulting
Emmanuel College (Boston)



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3. Tagline

Your tagline is the first thing that shows up after your name (especially when you comment).

The first 42 characters are the most important.

Use any of these:

1. Social Proof
2. Targeted Niche
3. Dream Outcome
4. Side of Personality



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Let's change it.

Struggling to align customer experience
with measurable growth?



Jessica H. · 3rd
Helping leaders drive growth with psychology, data, and customer-centric innovation | Lake lover, loud laugher, bookworm, dog mom, and world traveler.
Greater Boston · [Contact info](#)
500+ connections

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

EMPATIX

in

empatiX Consulting

Emmanuel College (Boston)



Armin Parvin
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4. Link

Every landing page has a link.

You want people to know what to do after they visit your profile.

I'm not a fiery fan of Calls-to-Action (CTAs).

I much prefer:

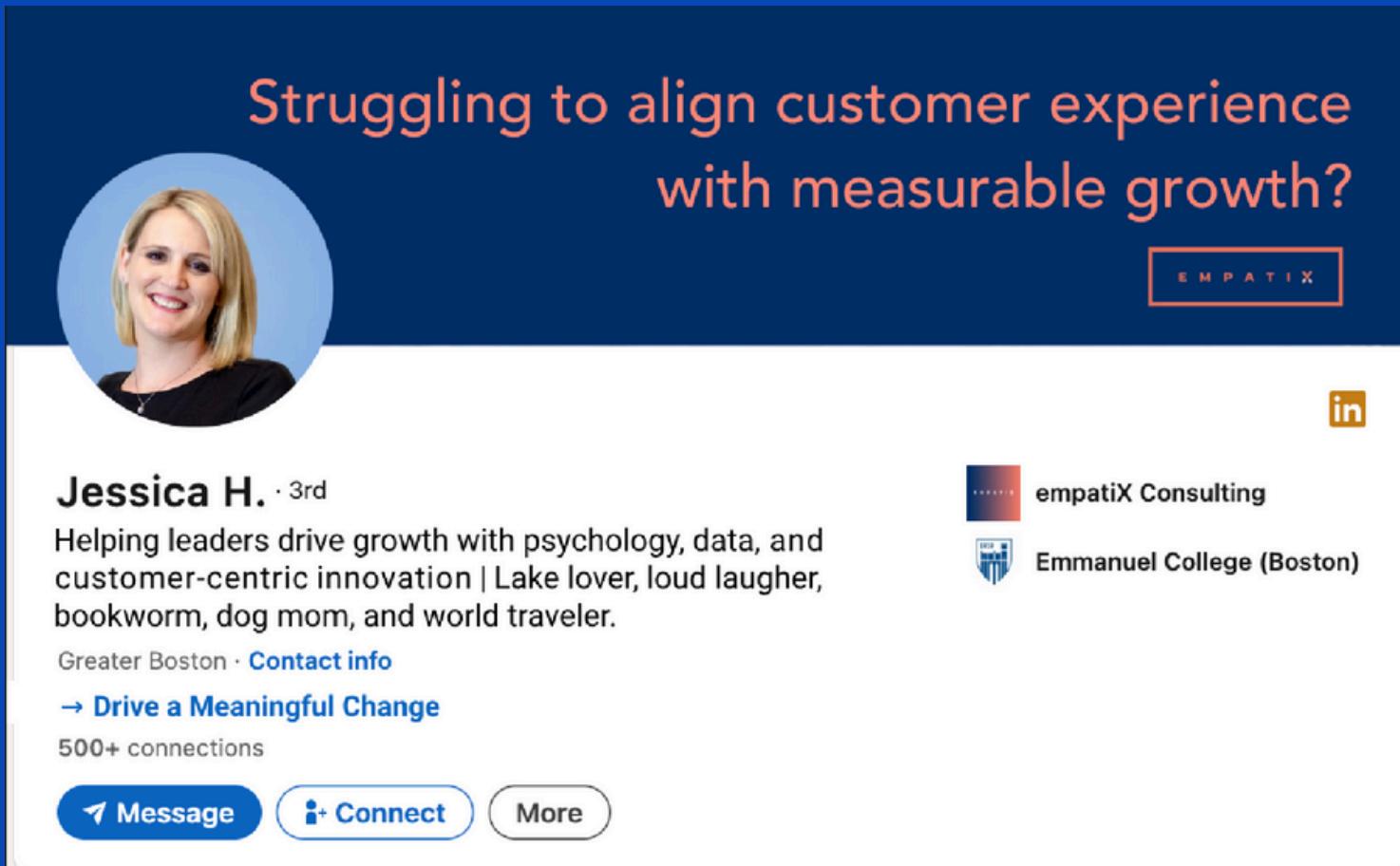
- Calls-to-Value (CTVs)
- Calls-to-Benefit (CTBs)



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Let's add it.



Struggling to align customer experience with measurable growth?

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Jessica H. · 3rd

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Greater Boston · [Contact info](#)

→ [Drive a Meaningful Change](#)

500+ connections

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

in empatiX Consulting

Emmanuel College (Boston)

A LinkedIn profile page for Jessica H. The profile picture shows a woman with blonde hair smiling. The headline reads "Struggling to align customer experience with measurable growth?". Below the headline is a button labeled "EMPATIX". The profile summary states: "Helping leaders drive growth with psychology, data, and customer-centric innovation | Lake lover, loud laugher, bookworm, dog mom, and world traveler.". It includes her location "Greater Boston" and a link to her contact information. A call-to-action button says "→ Drive a Meaningful Change". The "Connections" section shows "500+ connections". At the bottom are three buttons: "Message", "Connect", and "More". On the right side of the profile, there are two social media links: "in empatiX Consulting" and "Emmanuel College (Boston)".

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5. Featured Section

Your featured section must consist of 2-3 offers.

I prefer 3.

1. Low-ticket offer
2. Middle-ticket offer
3. High-ticket offer

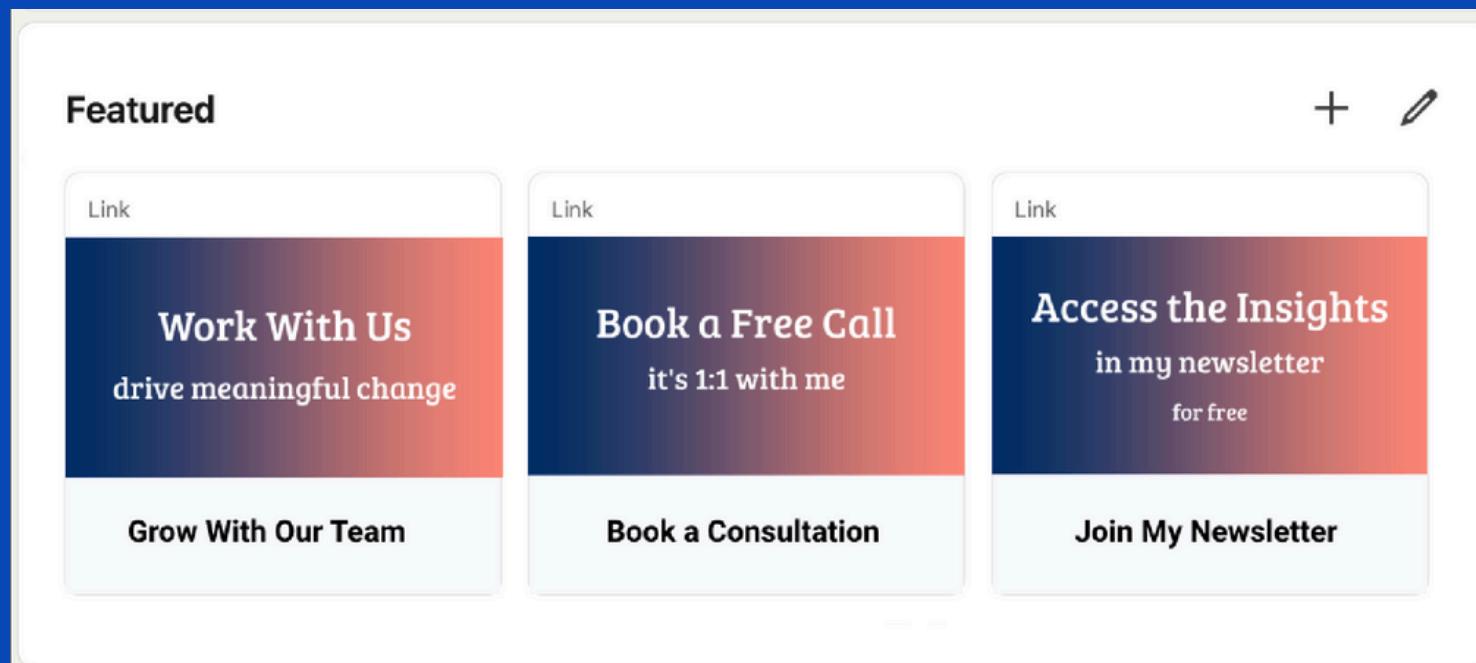
Also, remove the explanation so it becomes a one-click experience.



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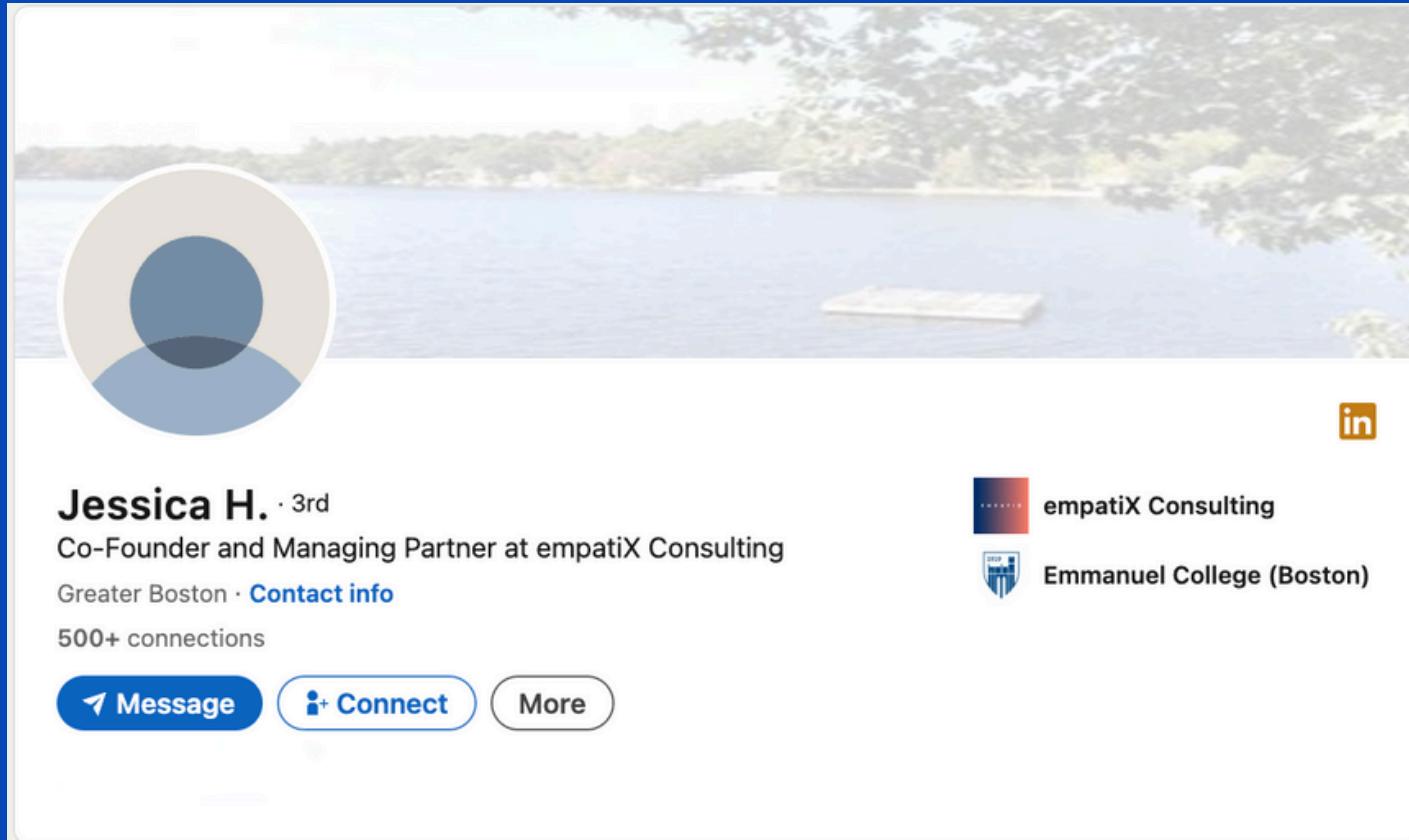
This is starting to come together!



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BEFORE



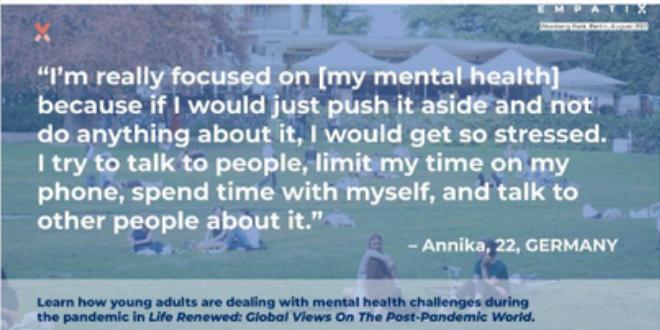
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Featured

Post



"I'm really focused on [my mental health] because if I would just push it aside and not do anything about it, I would get so stressed. I try to talk to people, limit my time on my phone, spend time with myself, and talk to other people about it."
- Annika, 22, GERMANY

Learn how young adults are dealing with mental health challenges during the pandemic in *Life Renewed: Global Views On The Post-Pandemic World*.
COMING SEPTEMBER 2021

3 likes

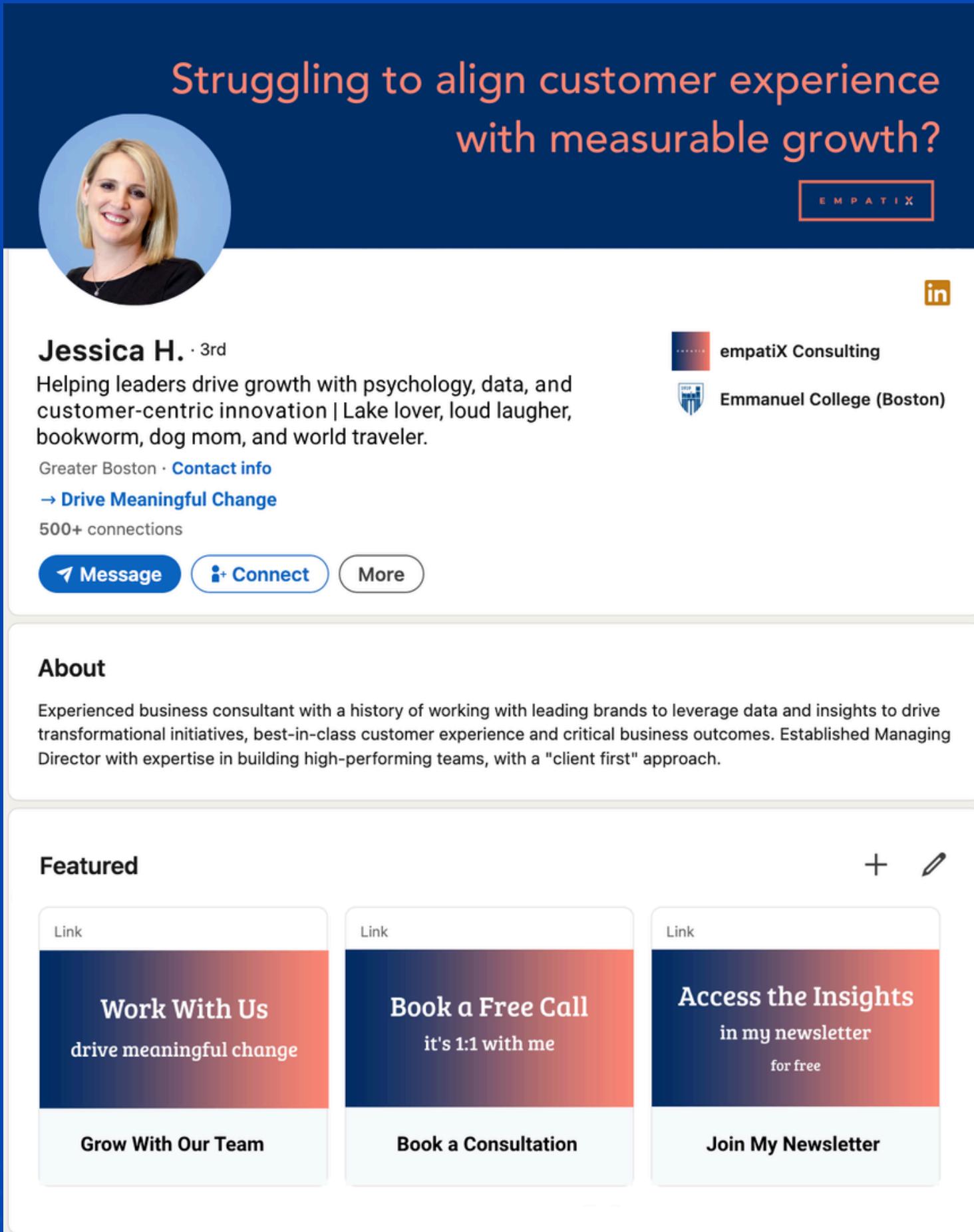
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AFTER



Struggling to align customer experience with measurable growth?

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Greater Boston · [Contact info](#)
→ [Drive Meaningful Change](#)
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Featured

+ /

Link	Link	Link
Work With Us drive meaningful change Grow With Our Team	Book a Free Call it's 1:1 with me Book a Consultation	Access the Insights in my newsletter for free Join My Newsletter



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It's not over yet.

Your bio, experiences, posts, and comments all have a huge impact on how you're seen.

LinkedIn is a CRAZY lead generation machine.

Use it to its fullest potential.

- Get unlimited high-quality leads.
- Get rid of tire-kickers.



Armin Parvin
@arminparvin



INTERESTED IN LEARNING MORE?



armin@reneecontent.com



Armin Parvin
[@arminparvin](https://www.linkedin.com/in/arminparvin)

