

Copywriting Edition



5 Killer HOOKS

Jasmin Alić

Wrote to Double His Results



Armin Parvin

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Jasmin Alić is one of the most prominent **LinkedIn figures** of all time. He is a master copywriter turned LinkedIn coach.

With over:

- **900 posts**
- **313,000 followers**
- **1,805,000 engagements**

he has helped thousands of people build their personal brands on LinkedIn organically.

Armin Parvin

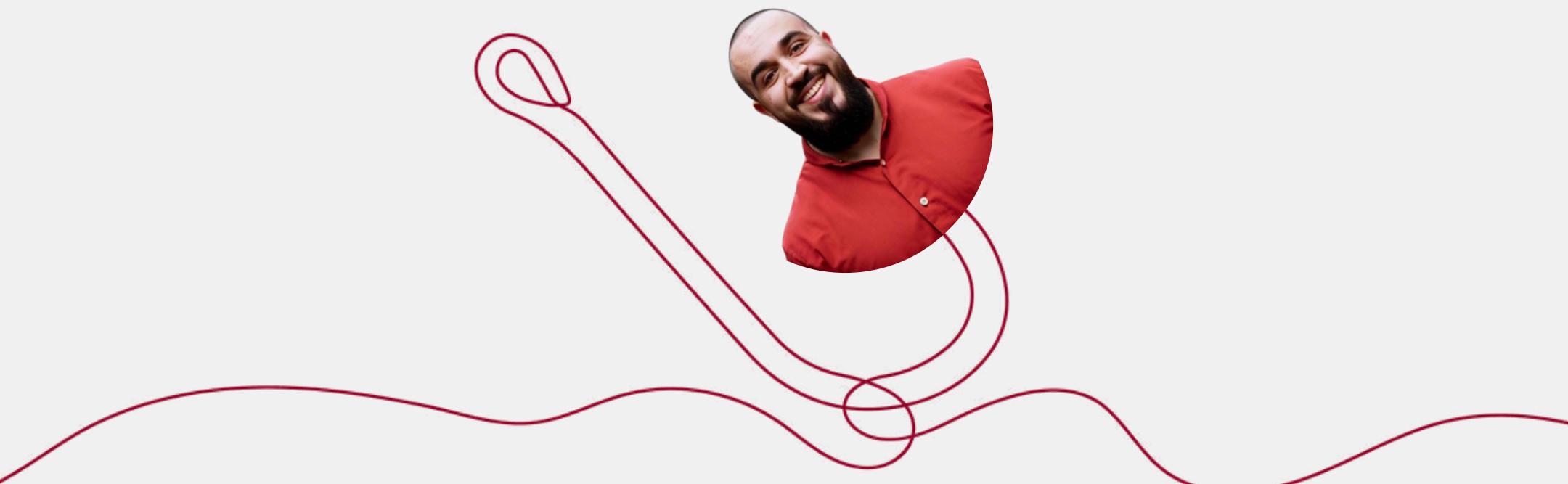


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Much like every other successful copywriter,
he owes his success to **getting attention**.

How does he get so much attention?

Well, easy. He writes irresistible **headlines**
(a.k.a. **hooks**).



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Why are headlines important?

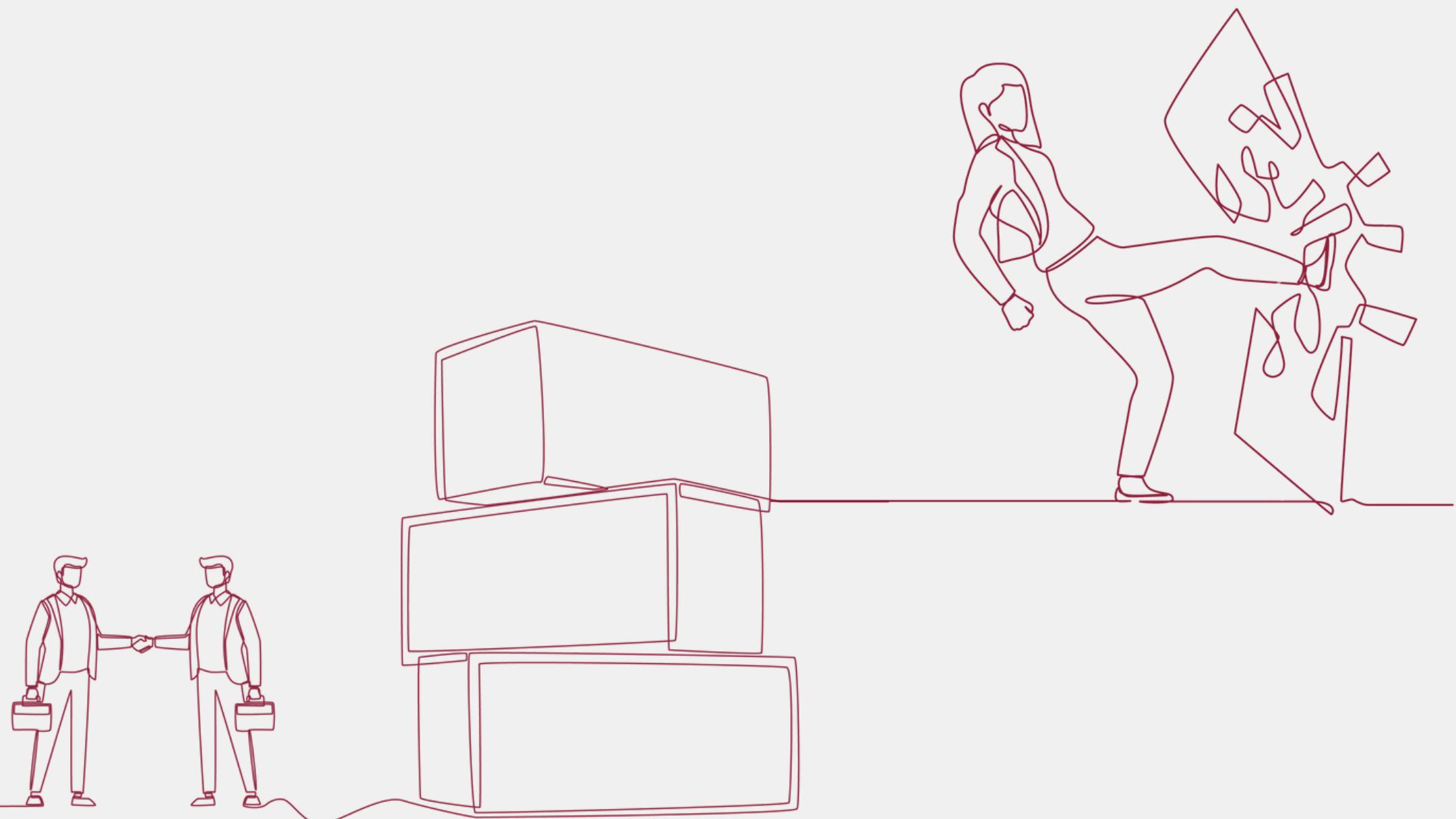
Because you are an intruder.

Because you are the **uninvited guest**.

Because you were not asked to join the party.



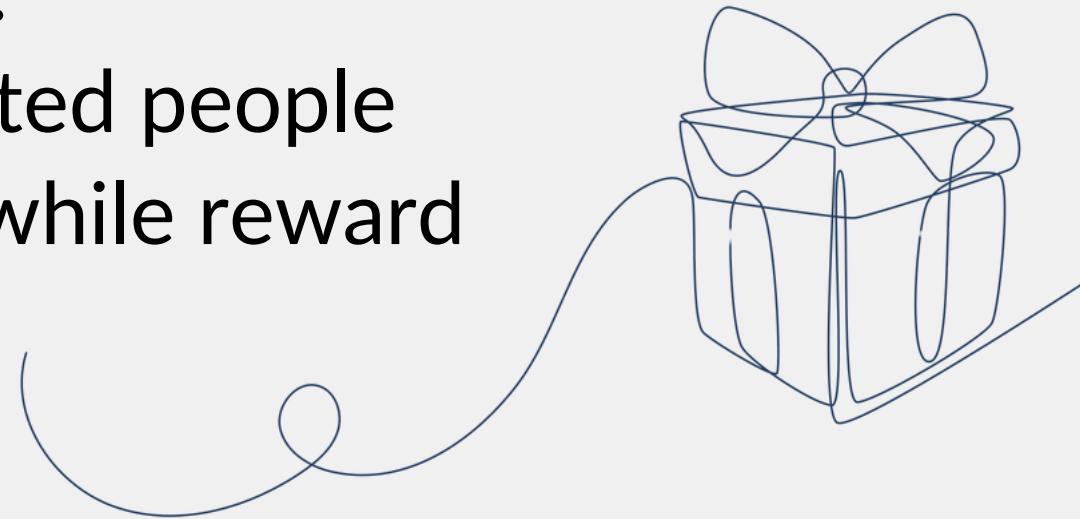
Headlines can **make** or **break** your copy.



So what does a **brilliant headline** do?

Many things, including:

1. Selecting the targeted people
2. Promising a worthwhile reward



Let's see Jasmin do his magic in action.



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1



LinkedIn once promoted this to 1B users.

Today, it's yours. My full engagement playbook!



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This is his 2nd most commented post ever.

Let's analyze:

- He brings **social proof** (LI promoting this to 1B users).
- He says he is going to give it to us (**a reward**).
- He **targets his intended audience** (people who want to engage).

2



Writing good LinkedIn content isn't enough anymore.

7 Ways to Write Word Magic on LinkedIn

A screenshot of a LinkedIn post from Jasmin Alić. The post title is "7 Ways to Write Word Magic on LinkedIn". Below the title is a large, stylized graphic of the same text. The post includes a profile picture of Jasmin Alić, a "Post" button, and engagement metrics: 10,007 likes, 4,027 comments, and 622 reposts. The post content discusses the challenges of writing unique LinkedIn posts and provides tips for doing so.

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This is his most liked and 4th most reshared post ever.

Let's analyze:

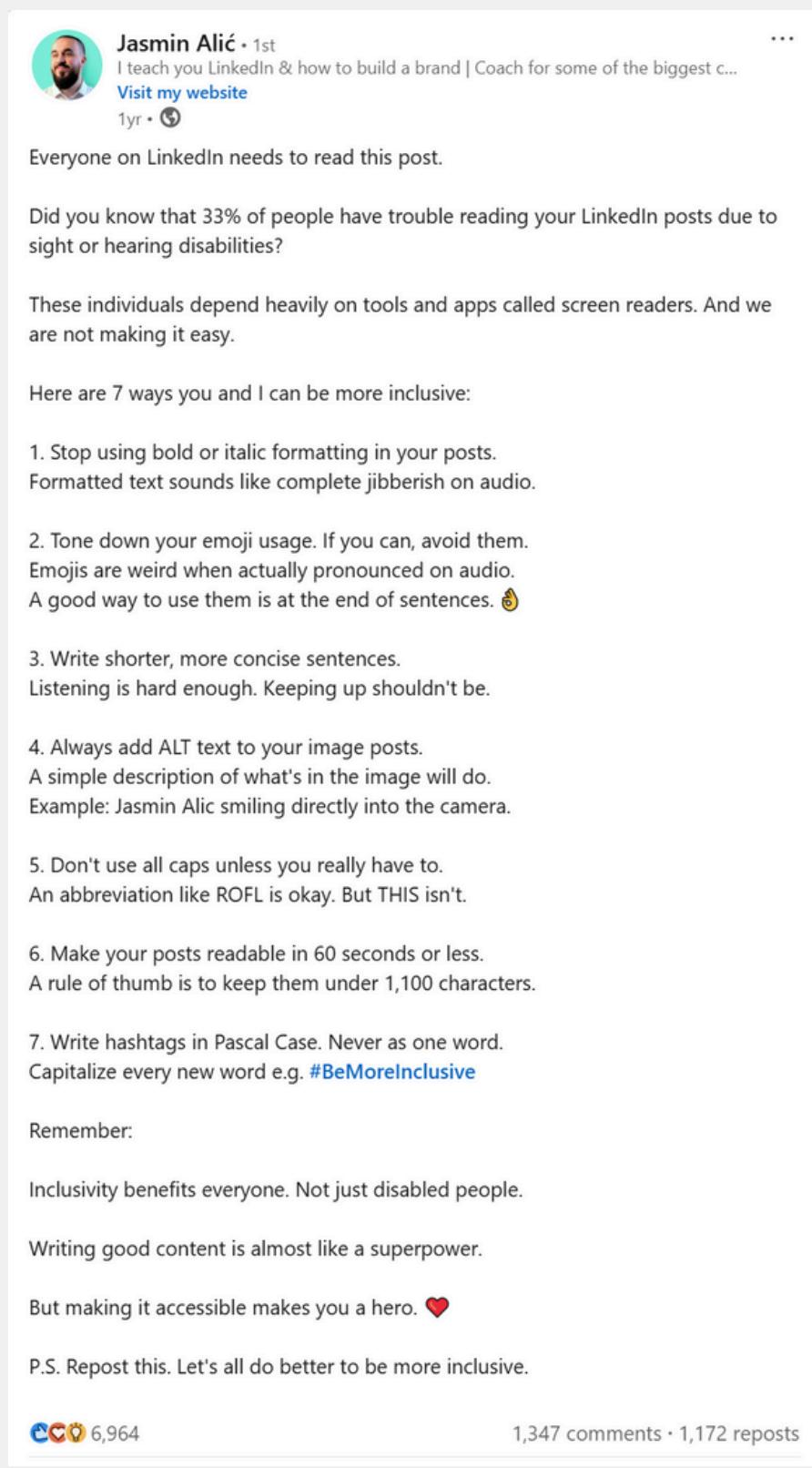
- He sparks **curiosity** (if writing good content isn't enough, then what is?)
- He points out a **mistake** (don't just write good content).
- He gives the **reward**, a.k.a. the solution (7 ways to write word magic on LinkedIn)
- He makes it **specific** (not 7 ways to write word magic anywhere, but just on LinkedIn)

3



Everyone on LinkedIn needs to read this post.

Did you know that 33% of people have trouble ...



Jasmin Alić • 1st
I teach you LinkedIn & how to build a brand | Coach for some of the biggest c...
[Visit my website](#)
1yr •

Everyone on LinkedIn needs to read this post.

Did you know that 33% of people have trouble reading your LinkedIn posts due to sight or hearing disabilities?

These individuals depend heavily on tools and apps called screen readers. And we are not making it easy.

Here are 7 ways you and I can be more inclusive:

1. Stop using bold or italic formatting in your posts.
Formatted text sounds like complete jibberish on audio.
2. Tone down your emoji usage. If you can, avoid them.
Emojis are weird when actually pronounced on audio.
A good way to use them is at the end of sentences. 🍀
3. Write shorter, more concise sentences.
Listening is hard enough. Keeping up shouldn't be.
4. Always add ALT text to your image posts.
A simple description of what's in the image will do.
Example: Jasmin Alic smiling directly into the camera.
5. Don't use all caps unless you really have to.
An abbreviation like ROFL is okay. But THIS isn't.
6. Make your posts readable in 60 seconds or less.
A rule of thumb is to keep them under 1,100 characters.
7. Write hashtags in Pascal Case. Never as one word.
Capitalize every new word e.g. [#BeMoreInclusive](#)

Remember:

Inclusivity benefits everyone. Not just disabled people.

Writing good content is almost like a superpower.

But making it accessible makes you a hero. ❤️

P.S. Repost this. Let's all do better to be more inclusive.

 6,964 1,347 comments • 1,172 reposts

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This is his most reshared and 2nd most liked post ever.

Let's analyze:

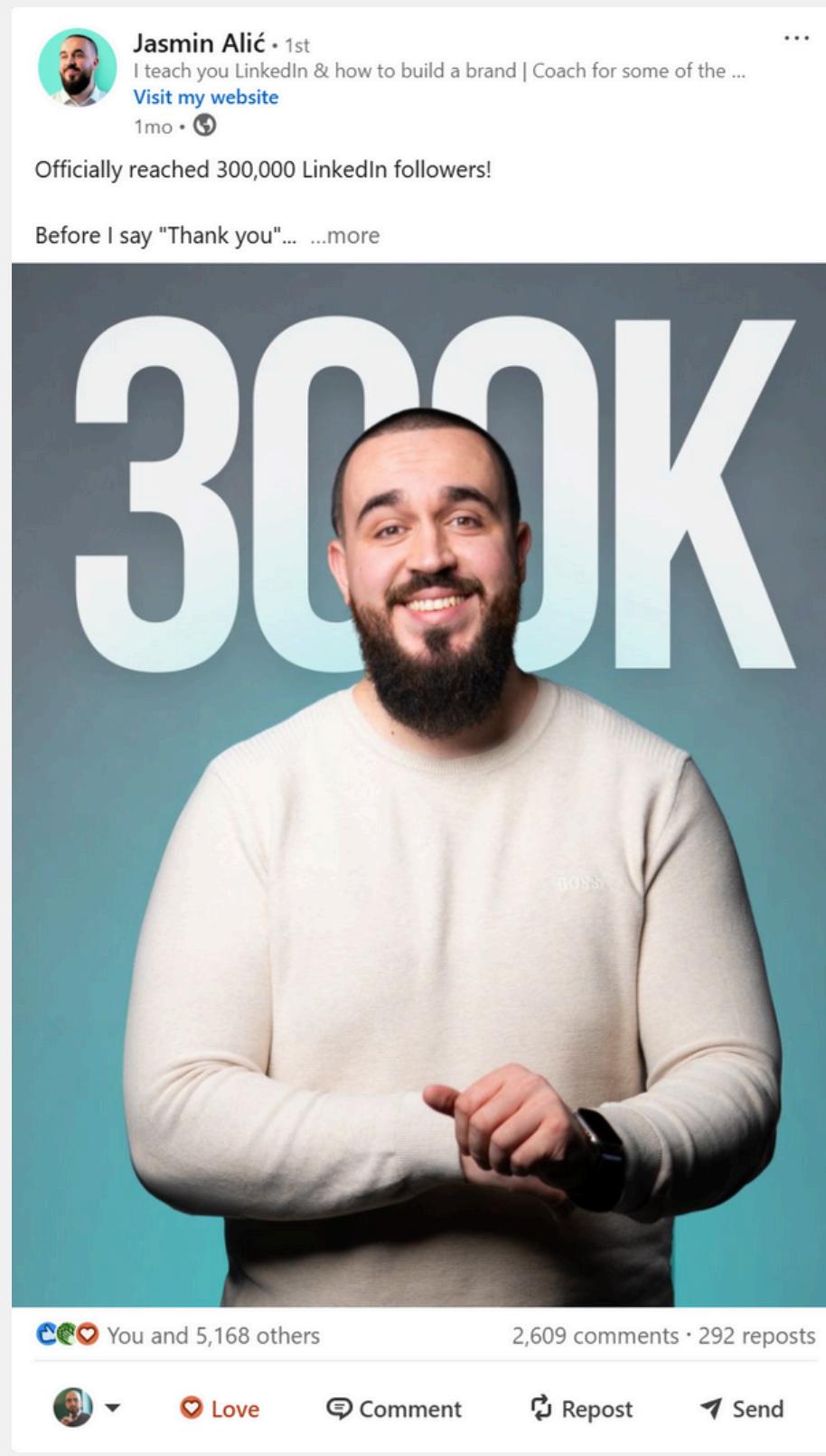
- He instills **FOMO** (I am on LinkedIn. What happens if I don't read this?)
- He brings a **problem** to your attention (you look for a solution afterward)
- He gives the **statistics** (so we know that he has proof for what he's about to say)
- He taps into your **human side** (we are all humans and hate making other humans suffer)

4



Officially reached 300,000 LinkedIn followers!

Before I say “Thank you” ...



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This is his most commented post ever.

Let's analyze:

- He shares **his journey** (he makes himself more relatable)
- He shows **appreciation** (by saying thank you)
- He makes you **wonder** (what does he want to say that is even more important?)

5



I (actually) teach this at the university.

Want to become a (much) better writer?

Jasmin Alić • 1st
I teach you LinkedIn & how to build a brand | Coach for some of the biggest c...
[Visit my website](#)
2yr • 0

I (actually) teach this at the university.

Want to become a (much) better writer?

Here are my top 10 copywriting principles to:

- understand what it means to communicate
- learn what it takes to write copy that delivers
- implement pro writing techniques in your words

Congrats, you're now a copywriter! Go celebrate! 🎉

Learn How to Write Better in 60 Seconds • 18 pages

1-Minute Copywriting Course

6,531 1,147 comments • 784 reposts

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This is his 2nd most reshared and 3rd most like post ever.

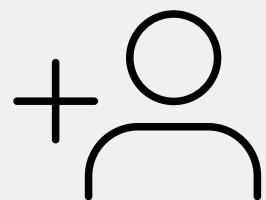
Let's analyze:

- He shows his **competency** (teaching at university gives leverage)
- He **taps into your identity** (by calling you a writer)
- He says he will make you **better** (I'm amazing. More of me would be even more amazing.)

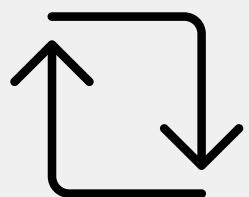
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