

5 POWERFUL WAYS TO IMPROVE YOUR LINKEDIN →



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?



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The 5 Magical Elements

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



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You Jamila ...

1M+ subscribers in YouTube is super impressive.

You're the most influential figure in the international etiquette space.

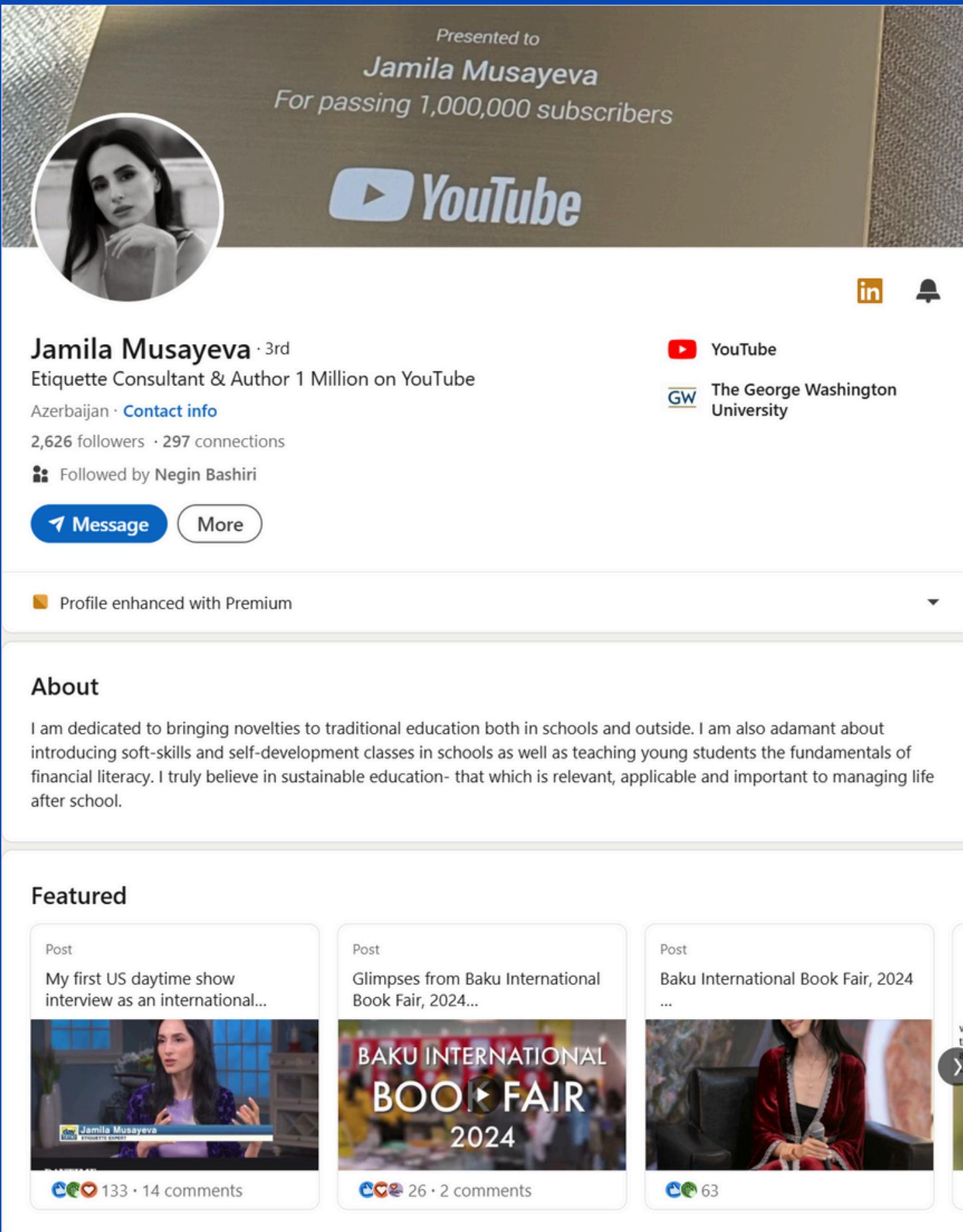
But your LinkedIn? So much to work on.



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This is how your LinkedIn account looks now:



A screenshot of a LinkedIn profile for Jamila Musayeva. The profile features a circular profile picture of a woman with long dark hair. The background of the profile header is a gold-colored plaque that reads "Presented to Jamila Musayeva For passing 1,000,000 subscribers" and includes the YouTube logo. Below the profile picture, the name "Jamila Musayeva" is listed with a "3rd" connection indicator, followed by her title "Etiquette Consultant & Author 1 Million on YouTube", her location "Azerbaijan", and a "Contact info" link. It shows she has 2,626 followers and 297 connections, and is followed by Negin Bashiri. There are "Message" and "More" buttons. To the right, there are links to her YouTube channel and The George Washington University, along with social media icons for LinkedIn and a notification bell. The profile is marked as enhanced with Premium. The "About" section contains a bio about bringing novelties to traditional education and introducing soft-skills. The "Featured" section shows three recent posts: a daytime show interview, a book fair, and a book fair photo.

Presented to
Jamila Musayeva
For passing 1,000,000 subscribers

YouTube

Jamila Musayeva · 3rd
Etiquette Consultant & Author 1 Million on YouTube
Azerbaijan · Contact info
2,626 followers · 297 connections
Followed by Negin Bashiri

Message More

Profile enhanced with Premium

About

I am dedicated to bringing novelties to traditional education both in schools and outside. I am also adamant about introducing soft-skills and self-development classes in schools as well as teaching young students the fundamentals of financial literacy. I truly believe in sustainable education- that which is relevant, applicable and important to managing life after school.

Featured

Post
My first US daytime show interview as an international...

133 · 14 comments

Post
Glimpses from Baku International Book Fair, 2024...

26 · 2 comments

Post
Baku International Book Fair, 2024...

63



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Let's fix that together ...



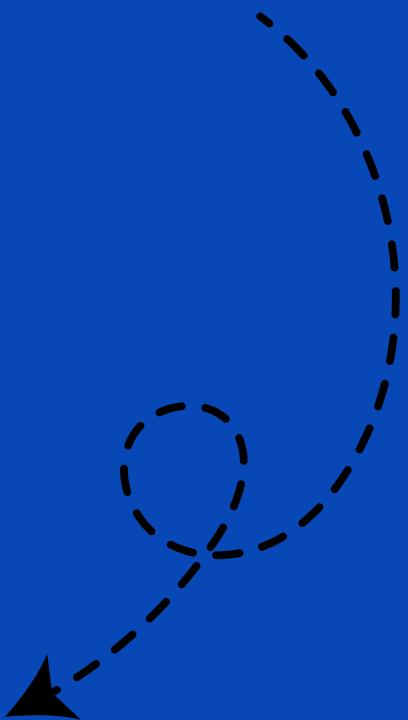
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1. Profile Photo

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

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

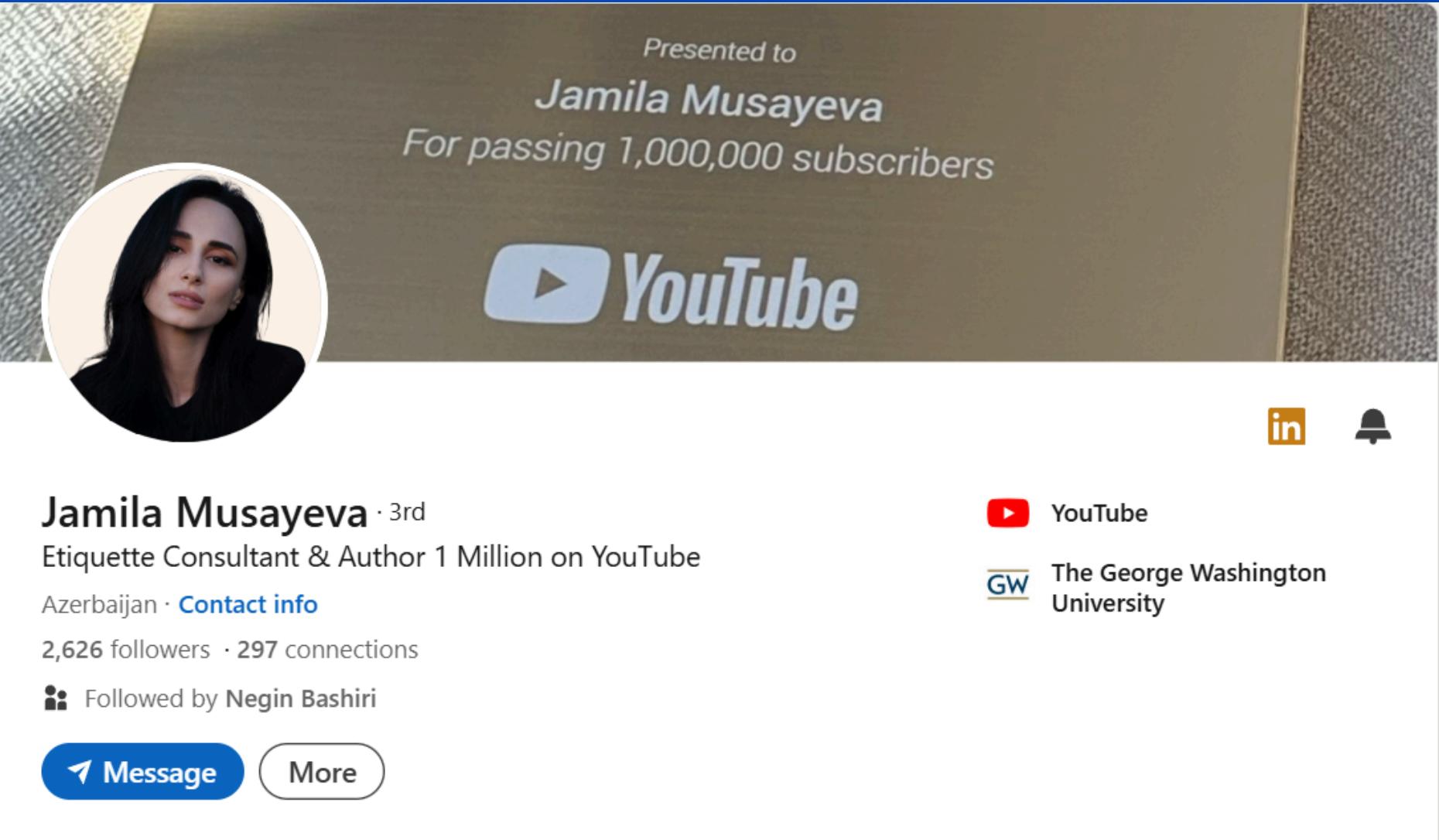


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This already looks much better!



A LinkedIn profile page for Jamila Musayeva. At the top is a gold-colored plaque with her photo, reading "Presented to Jamila Musayeva For passing 1,000,000 subscribers" and a large YouTube logo. Below the plaque is her profile picture, a circular portrait of a woman with dark hair. Her name, "Jamila Musayeva", is listed with a "3rd" connection status, followed by her title "Etiquette Consultant & Author 1 Million on YouTube" and her location "Azerbaijan". It shows she has "2,626 followers" and "297 connections", and is "Followed by Negin Bashiri". At the bottom are two buttons: "Message" and "More". To the right of her profile are social media links: YouTube, LinkedIn, and The George Washington University.

Presented to
Jamila Musayeva
For passing 1,000,000 subscribers

 **YouTube**

Jamila Musayeva · 3rd
Etiquette Consultant & Author 1 Million on YouTube
Azerbaijan · [Contact info](#)

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

 [YouTube](#)
 [The George Washington University](#)



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2. Profile Banner

Your profile banner is 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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Let's ask a question.

What if you could exude confidence, grace, and elegance in every situation?



AS SEEN IN: **Forbes** **BUSINESS INSIDER** **HUFFPOST**

Jamila Musayeva · 3rd
Etiquette Consultant & Author 1 Million on YouTube
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 YouTube
 The George Washington University



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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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12/20



Let's change it.

What if you could exude confidence, grace, and elegance in every situation?



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Jamila Musayeva · 3rd

1.1M YouTube Subscribers ✨ I help people embrace modern etiquette with timeless elegance I Poised, cultured, and passionate about graceful living

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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:

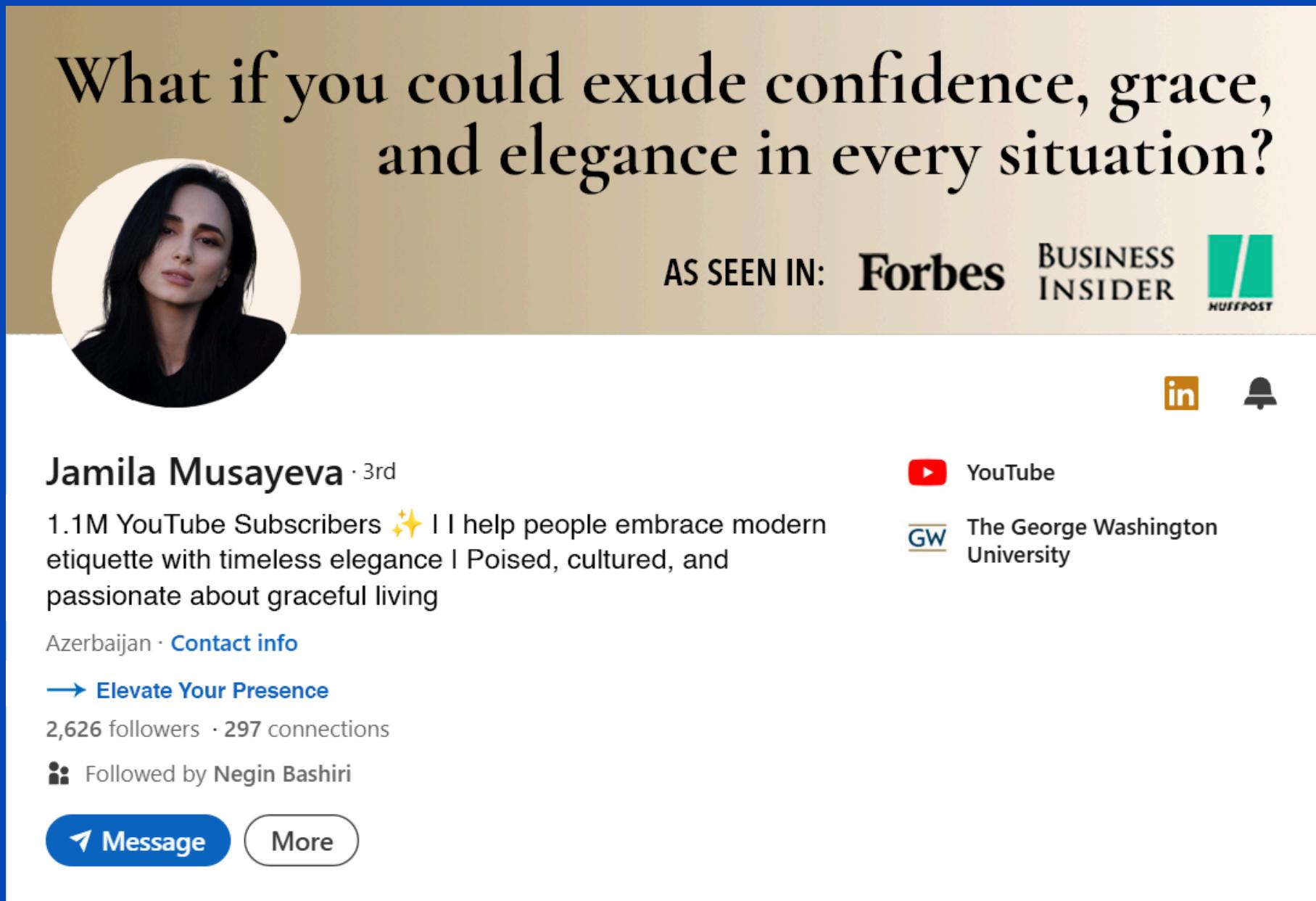
- Calls-to-Value (CTVs)
- Calls-to-Benefit (CTBs)



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Let's add it.



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→ [Elevate Your Presence](#)

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 The George Washington University



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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!

Featured

+ 

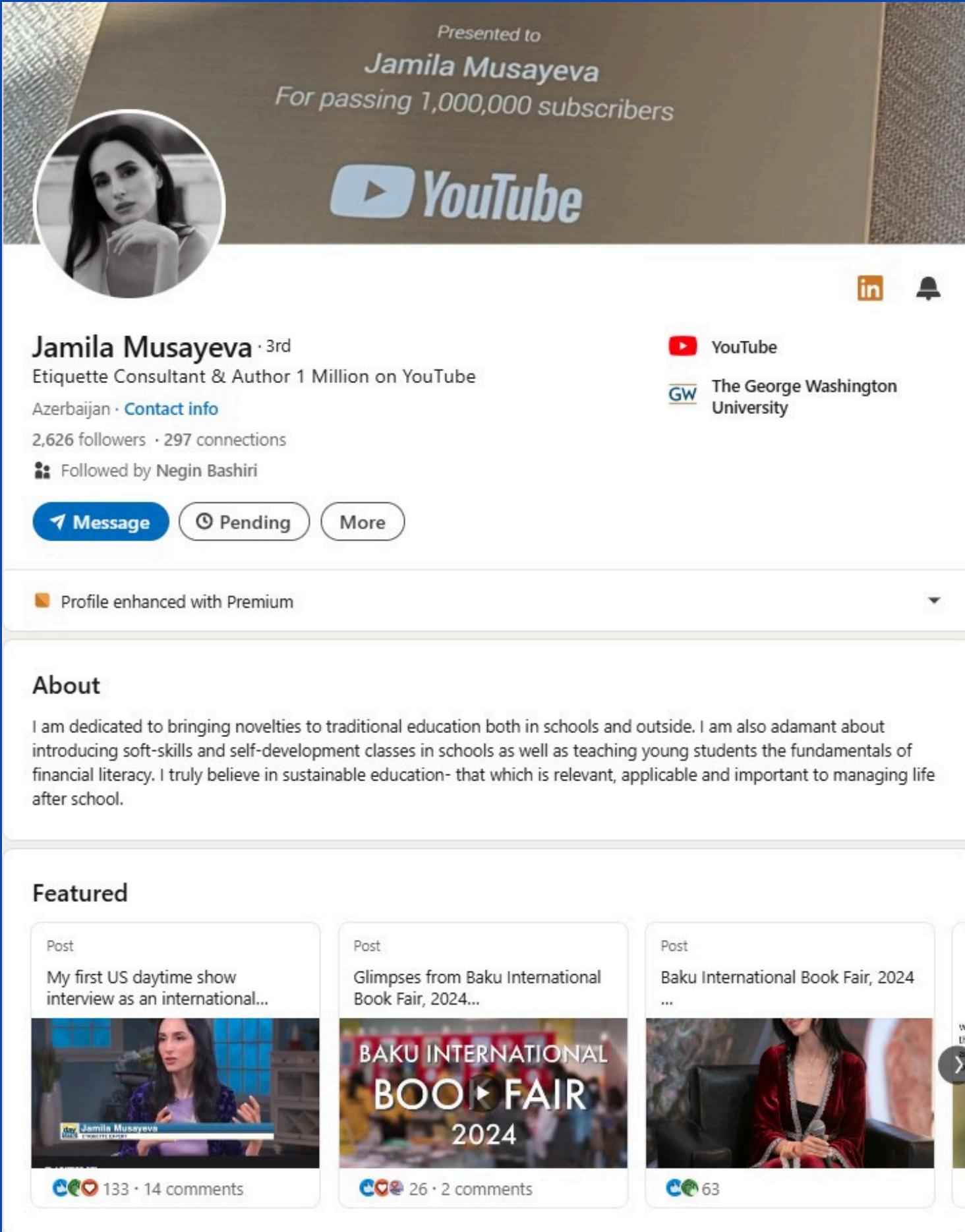
Link	Link	Link
 Lead Elegantly	 Exude Poise	 Master Etiquette
Get My Courses	Join My Newsletter	Order My Books



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BEFORE



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

Profile enhanced with Premium

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AFTER

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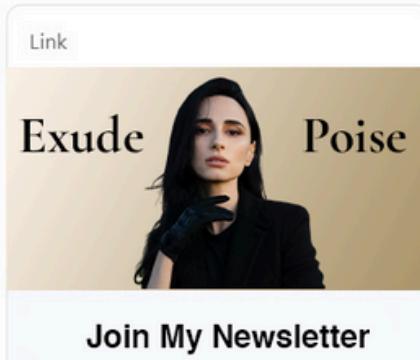
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Featured


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Exude Poise
[Join My Newsletter](#)


Master Etiquette
[Order My Books](#)



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But this is just the beginning.

You need to:

- have a content strategy
- comment 100 times every day
- post at the same time every day
- reply to the comments you receive
- send DMs and connection requests

LinkedIn is a CRAZY lead generation machine.

Use it to its fullest potential.

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



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INTERESTED IN LEARNING MORE?



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

