

jago®



Profile

Update & optimise

LinkedIn

Summarise
Make it catchy
Captivate

EXAMPLE

[Link](#) to profile



Ryan O'Keeffe · 1st

We don't build Personal Brands, we empower you to build your own | Personal Brand Strategy & Activation | EQ Coach | People Promoter

Top Personal Branding Voice

Talks about #sales, #trust, #reputation, #personalbranding, and #emotionalintelligence

Guildford, England, United Kingdom · [Contact info](#)

5,457 followers · 500+ connections

James Schlesinger, Mat O'Connor, and 880 other mutual connections

[Message](#)

[Book an appointment](#)

[More](#)

Featured

Post

Events often feel like a waste of time....

95 · 55 comments

Link

Take our Personal Brand Health Check

Get your free personalised report today.

Personal Brand Healthcheck | We are Jago
We are Jago
Take your Personal Brand to the next level.

Post

Dont do it; dont work with Jago! ...

58 · 19 comments

About

Our Goal: Develop authentic leaders, not celebrities. True self-representation leads to valuable conversations and opportunities. Become the industry go-to expert.

The key to a thriving personal brand and authentic leadership involves several elements:

- ✔ Self awareness and courage (authenticity)
- ✔ Emotional intelligence (relationship building and leadership)
- ✔ Strategy (authority positioning and a game plan)
- ✔ Storytelling (lead generation content)
- ✔ Social selling (outreach and engagement)

At Jago®, we specialise in emotional intelligence, strategy, and storytelling, helping leaders develop comprehensively for a thriving personal brand and authentic leadership.

Our methodology includes one-on-one support, guiding you from discovery and strategy to activation for reputation building and lead generation.

We also offer workshops in personal branding and emotional intelligence.

Interested in enhancing your personal brand or your team's?

🌟 Take our Personal Brand Health Check [Visit wearejago.com](#) 🌟 or DM me and say hello.

Check out our showreel above in my "FEATURED" section to see what our clients say about us. 🙌



Top skills

Personal Branding · Emotional Intelligence · Sales Operations · Leadership Development · Coaching

WHAT YOU NEED TO DO

Your profile should communicate clearly *what you do* and *who you're for*. Your profile's goal is to build trust, authority and likability.

Further, the profile should work as a funnel to bring people to your website.

- Quality profile photo, face should be clearly visible. Professional shots get 14x more views
- 30% of your profile visitors won't even bother scrolling, so your banner must have your value proposition and CTA.
- Add a custom button (link to product for prospects/website/book an appointment)
- Your headline should be compelling, make it punchy 5-15 words
- Pin / feature relevant content that positions you as an authority in your position (articles, podcasts, best posts) and call to action
- Be consistent across platforms, using the same tagline, images and language for your profile
- 97% won't even tap 'see more' on your about section - so the first 3 or 4 lines need to be captivating. Be clear on your value proposition, service offer and target market
- Include relevant keywords in your description / bio
- Include Social proof where possible: AKA, let profile visitors see what others have said about you or your service/product and include any awards or certifications you have earned
- Regularly update and optimise your profile (review every few months)



EXAMPLE

Link to profile



The screenshot shows a LinkedIn profile for Ryan O'Keeffe. At the top is a banner with the text "We don't build Personal Brands, we empower you to build your own." and "Take our Personal Brand health check www.wearejago.com". Below the banner is a professional profile photo of Ryan O'Keeffe. The profile name is "Ryan O'Keeffe" with a speaker icon and "1st" next to it. The bio reads: "We don't build Personal Brands, we empower you to build your own | Personal Brand Strategy & Activation | EQ Coach | People Promoter". There is a badge for "Top Personal Branding Voice". The bio continues: "Talks about #sales, #trust, #reputation, #personalbranding, and #emotionalintelligence". Location: "Guildford, England, United Kingdom · Contact info". Followers: "5,457 followers · 500+ connections". Connections: "James Schlesinger, Mat O'Connor, and 880 other mutual connections". At the bottom are buttons for "Message", "Book an appointment", and "More".

• Quality banner with value proposition, with a call to action & website link

• Quality professional profile photo

• Punchy headline & proposition

• Top 'industry' Voice accreditation

• Creator mode turned on with #subjects

• Custom button

Featured

The featured section shows three items: 1. A post titled "Events often feel like a waste of time...." with a video thumbnail and 55 comments. 2. A link titled "Take our Personal Brand Health Check" with a sub-headline "Personal Brand Healthcheck | We are Jago" and "Take your Personal Brand to the next level." 3. A post titled "Dont do it; dont work with Jago!" with a video thumbnail and 19 comments.

• Pin / feature relevant content that positions you as an authority (articles, podcasts, best posts)

About

Our Goal: Develop authentic leaders, not celebrities. True self-representation leads to valuable conversations and opportunities. Become the industry go-to expert.

• Clear value proposition

The key to a thriving personal brand and authentic leadership involves several elements:

- ✓ Self awareness and courage (authenticity)
- ✓ Emotional intelligence (relationship building and leadership)
- ✓ Strategy (authority positioning and a game plan)
- ✓ Storytelling (lead generation content)
- ✓ Social selling (outreach and engagement)

• Simple breakdown of outcome based deliverables

• Keywords included (highlighted)

At Jago®, we specialise in emotional intelligence, strategy, and storytelling, helping leaders develop comprehensively for a thriving personal brand and authentic leadership.

• Specialism

Our methodology includes one-on-one support, guiding you from discovery and strategy to activation for reputation building and lead generation.

• Service offer

We also offer workshops in personal branding and emotional intelligence.

Interested in enhancing your personal brand or your team's?

✨ Take our Personal Brand Health Check 📍 Visit wearejago.com ✨ or DM me and say hello.

• Call to action - product for prospects

Check out our showreel above in my "FEATURED" section to see what our clients say about us. 🎥


• Social proof

The "Top skills" section lists: Personal Branding · Emotional Intelligence · Sales Operations · Leadership Development · Coaching

• Top Skills


EXAMPLE ... continued

Experience


 **Founder**
Jago® · Full-time
Jun 2019 – Present · 4 yrs 6 mos
Guildford

Helping leaders gain clarity and confidence to master their reputation. Personal Branding.
... [...see more](#)

Skills: Personal Branding · Emotional Intelligence · Video · Storytelling · Entrepreneurship · Coaching · Trust Building · Business Development · Leadership Development · Leadership

 **Official Member**
Forbes Agency Council · Full-time
Aug 2022 – Present · 1 yr 4 mos
London, England, United Kingdom

Skills: Video · Storytelling · Entrepreneurship

 **TEDx Partner**
TEDx · Self-employed
Jun 2023 · 1 mo
London Area, United Kingdom · On-site

Responsible for the video production crew and capturing the speakers talks on film.

Skills: Video · Storytelling

- Link to company pages
- Full description of the roles currently and previously held


Licenses & certifications


 **EQI-2.0 Emotional Intelligence Coach**
Multi-Health Systems Inc. (MHS)
Issued Oct 2019 · No Expiration Date

 **Certified B-Corporation®**
B Corp UK
Issued Oct 2019 · Expires Oct 2022

- Build credibility and trust by linking your licences and certifications

Volunteer experience

 **Student Mentor**
Stepping Stones School Hindhead
Feb 2018 – Present · 3 yrs 11 mos
Education

 **Coach**
Beacon Hill Junior Football Club
Aug 2020 – Present · 1 yr 5 mos

- Show how you are giving back to the community and what causes you are inspired by

Projects

Personal Branding
Aug 2023 – Present
 Associated with Jago®

A selection of leaders we have worked with on their Personal Brands.
Skills: Personal Branding · Emotional Intelligence · Video · Storytelling

 **Jago Reel 2023**
Feedback from a handful of Jago clients.

Other contributors



Skills


Sales Operations

[Endorse](#)

Personal Branding

 Recognized as a Top Personal Branding Voice on LinkedIn

 Founder at Jago®

 Endorsed by Ryan Hall and 17 other mutual connections


Show all 6 details →

[Endorse](#)

Recommendations

Ask for a recommendation [Recommend Ryan](#)

Received (16) Given (10)

 **Gavin Shinfield**
Founder & CSO at Kyan
July 8, 2021, Gavin was a client of Ryan's

Working with Ryan has been an absolute pleasure and a real eye-opener. I have learned much through knowing him, particularly about emotional intelligence and openness. His professionalism and fairness are perfectly in balance, and that is a rare quality in today's business environment.

- Build credibility by showcasing projects that you are proud of

- Build credibility by showcasing your relevant skills

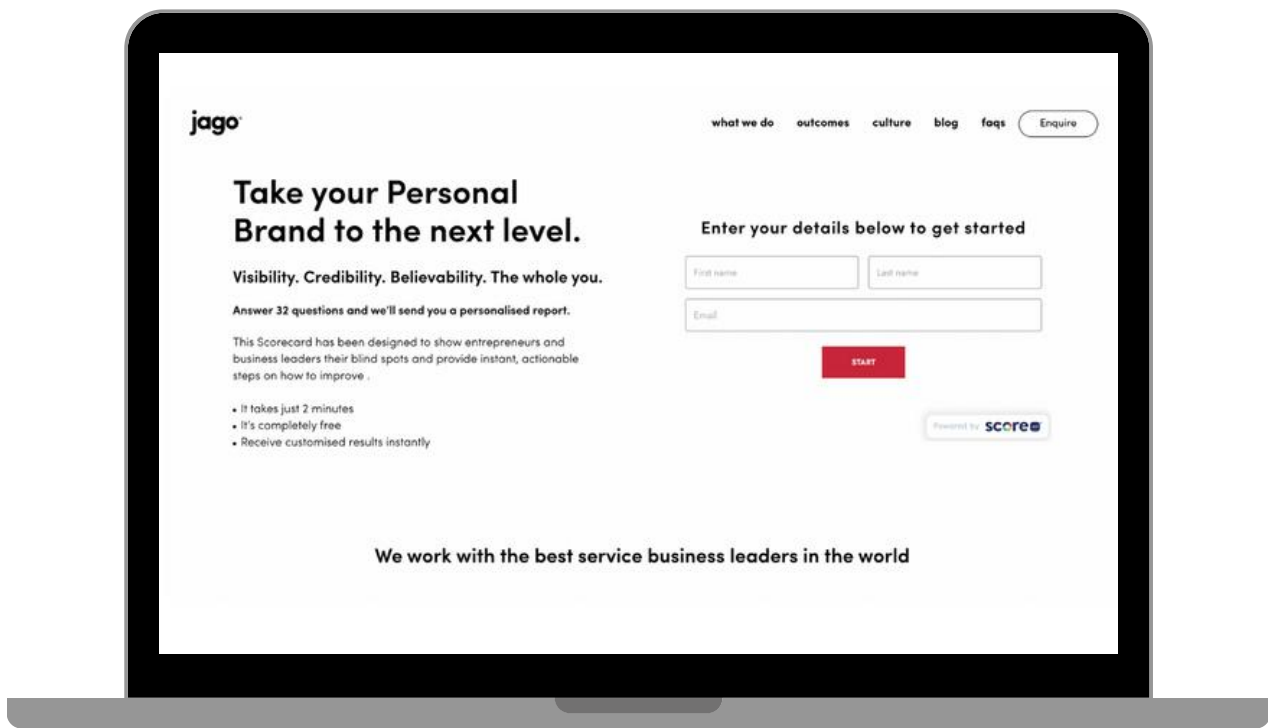
- Show up to date recommendations from all stakeholders (your people and clients) - Also anyone else you might have done business with such as suppliers, strategic partners, or contacts who know you as a current or former client

PERSONAL BRAND HEALTHCHECK

How affective is your reputation?

Find out where your personal brand is at by taking our health check [here](#)

This will shine a light on what's going well and areas that can be improved.





jago®