

MK PARRISH



• FREE • LINKEDIN TEARDOWN

THE BIO TEARDOWN.

*Five LinkedIn headlines, rewritten — and
the one formula behind every fix.*

@MKEEZIEEE

MKPARRISH.COM

THE 5-MINUTE FIX

YOUR HEADLINE ISN'T A JOB TITLE. IT'S A HOOK.

It's the first — and often only — thing a recruiter, client, or stranger reads about you. A job title tells them what you're called. A hook tells them why they should care. Every rewrite in this teardown runs on one formula:

WHO you help → the OUTCOME you create → the EDGE only you have.

Read the five teardowns. Find the one closest to you. Steal the structure. →

01

/ 05 · THE OPERATOR

BEFORE

~~Operations Manager at Acme Corp~~

AFTER

I turn chaotic back-offices into systems that run without me. — Ops & process for scaling startups



Leads with the transformation, not the title.

02

/ 05 · THE FOUNDER

BEFORE

~~Founder & CEO | Entrepreneur | Coffee lover~~

AFTER

I help B2B founders sound like the expert
they already are. — Positioning & messaging



One clear audience beats three vague labels.

03

/ 05 · THE CAREER-CHANGER

BEFORE

~~Aspiring UX Designer | Open to opportunities~~

AFTER

Former teacher designing products that don't need a manual. — UX, now.



Names the pivot as an asset, not an apology.

04

/ 05 · THE CONSULTANT

BEFORE

~~Marketing Consultant helping businesses grow~~

AFTER

I write the words that make people buy. —
Conversion copy for DTC brands



Specific service + specific market = instant recall.

05

/ 05 · THE EXECUTIVE

BEFORE

~~Senior Director of Product | MBA | Thought Leader~~

AFTER

I build product orgs that ship. — 0 → 1 leader,
three exits.



Proof does the bragging so you don't have to.

NOW DO THE WHOLE PROFILE



ONE HEADLINE DOWN. THE REST IN 15 MINUTES.

START HERE · \$9

THE LINKEDIN BIO FIX KIT

3 headline formulas, a fill-in About template, 15 stealable opening lines, and the banned-words list. The fastest fix on the Shelf.

\$9

<https://buy.stripe.com/bJe6oI5zXbq852s3uB8AEOf>

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THE VAULT

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