MAGNIESSENCE

Platform Profile Setup Guide

Instagram · LinkedIn · Complete field-by-field brief for new account setup

HOW TO USE THIS DOCUMENT

Every field on both platforms is listed in the order it appears when you open a new account. Copy is locked — do not paraphrase, abbreviate or re-order. Character limits are noted where the platform enforces them. Common mistakes are called out in amber warning boxes. Read the warning before you fill the field.

Complete Instagram first, then LinkedIn. The two profiles work as a system.

INSTAGRAM

STEP 1 — Account Type: Set to Creator Before Anything Else

This is the first decision and the most consequential. You cannot access category analytics or the full link-in-bio field without a Creator or Business account. Set this before you fill a single field. A Personal account limits your data visibility permanently until you switch.

Account type	Creator — not Personal, not Business

> ⚠ **Common mistake: Starting on Personal and switching later**
>
> Switching account type after posting does not erase posts, but it does reset some analytics data.
>
> Set to Creator on Day 1, before the first post goes live. Go to: Settings → Account → Switch to Professional Account → Creator.
>
> Choose category: Entrepreneur (closest available to your positioning).

STEP 2 — Username (Handle)

Your username is your address on Instagram. It appears in search results, in the URL of your profile (instagram.com/[username]) and when others tag you. It is lowercase, no spaces.

> **LOCKED COPY: INSTAGRAM USERNAME**
>
> @magniessence
>
> All lowercase. No full stop. No hyphen. No numbers appended.

> ⚠ **Common mistake: Adding numbers or punctuation if @magniessence is taken**
>
> If @magniessence is not available, check whether it is an inactive account (no posts, no link).
>
> Do not use @magniessence1, @magniessence_ or any variant. These are harder to dictate, easier to mistype
>
> and they split brand recognition. If unavailable, hold the name and contact Instagram to report an inactive
>
> account before launching under a different handle.

STEP 3 — Display Name (Name Field)

The display name is the bold text directly under your profile photo. It is searchable — Instagram uses it as a search signal. It is separate from your username. It can contain spaces, capitals and an em dash. Limit: 30 characters.

LOCKED COPY: DISPLAY NAME — 30 CHARACTERS MAXIMUM

Bolutiwi Aiyesimoju — Performance-Based Identity

Note: Instagram renders approximately the first 28–30 characters before truncating on mobile.

The full name reads in full on desktop. On mobile it may truncate after 'Bolutiwi Aiyesimoju —'.

That truncation is acceptable — the personal name still anchors the profile.

⚠ Common mistake: Using just 'Magniessence' as the display name

Magniessence is the brand. Bolutiwi is the category founder. The display name carries both.

Instagram's search algorithm indexes display names. 'Performance-Based Identity' in the name field

means any woman searching that phrase can find this profile. Never remove it from the name field.

STEP 4 — Profile Photo

The profile photo is a circle cropped to 110×110 pixels on mobile. Upload a minimum 400×400 pixel image for sharpness. Instagram compresses on upload — always upload the highest resolution available.

Bolutiwi direct to lens. Still. Present. Natural light. Clean background.

No text overlay. No logo. No crop that cuts the head. No heavy filter.

Expression: grounded, not performing. She is already enough — the photo should look like it.

⚠ Common mistake: Using a logo or brand graphic as the profile photo

This account is a personal brand. The face is the primary trust signal.

A logo as the profile photo signals a company, not a founder. Monique does not follow companies.

She follows the women whose thinking she trusts. The face builds that trust.

STEP 5 — Bio Copy

The bio field is 150 characters maximum. Instagram counts every character including spaces and line breaks (each line break uses 1 character). The bio below has been precision-written to use all 150 characters. Copy it exactly — including line breaks. Do not add emoji, hashtags, or punctuation not shown.

LOCKED COPY: BIO COPY — 150 CHARACTERS, 4 LINES (COPY EXACTLY AS LAID OUT BELOW)

Line 1: Performing for people who could not hold all of you.

Line 2: Performance-Based Identity ends here.

Line 3: Stop proving. Start choosing. Come home to her.

Line 4: Still there.

Total: 150 characters. Verified. Do not change line order, punctuation or wording.

Why each line exists:

Line 1 — The stop	Opens mid-experience. She recognises herself before her brain decides to read on. The word 'could not' (not 'couldn't') is deliberate — the contraction softens the weight. Do not change it.
Line 2 — The category	Plants 'Performance-Based Identity' in her mind before she takes the assessment. This phrase must appear in the bio — it is a searchable term.
Line 3 — The doctrine	Three commands. An invitation, not an instruction. These three lines are the brand doctrine distilled to one breath.
Line 4 — The promise	'Still there.' After everything she has performed, the woman she was before the proving started is still there. This earns the follow.

⚠ **Common mistakes in the bio field**

1. Adding a call to action in the bio copy itself — the link does this. The bio is doctrine, not instruction.
2. Using 'couldn't' instead of 'could not' — the full form is intentional. Do not abbreviate.
3. Adding emoji — none on this profile. The register is sovereign, not playful.
4. Adding hashtags — hashtags in bios are clickable but pull people off the profile. Never use them here.
5. Combining lines into one paragraph — each line break is load-bearing. The rhythm is part of the copy.

STEP 6 — Link in Bio

Instagram allows one clickable link on the profile. This is the single most important conversion point on the entire profile. One destination. One action. No Linktree. No link page with multiple options.

LOCKED COPY: LINK DESTINATION

The free Performance-Based Identity Assessment landing page.

URL: [Insert the direct assessment page URL here — from FG Funnels / GoHighLevel]

This is the only link that ever lives in the bio. It does not change to promote other things.
If a secondary offer is live, it is promoted in the caption, not by swapping the bio link.

⚠ **Common mistake: Using a link aggregator (Linktree, Later link page, etc.)**

Multiple links = multiple decisions. Monique clicks and immediately has to choose what she wants.
She has 8 seconds. Give her one destination. The assessment is the entry point to everything.
A Linktree with six options signals an unfocused brand. One link signals a confident category.

⚠ **Common mistake: Changing the link when a new piece of content goes live**

The bio link is permanent infrastructure. Caption CTAs can reference it ('link in bio').
The link does not change. Consistency builds trust in the CTA system.

STEP 7 — Bio CTA (Below the Bio, Above the Link)

Some account configurations allow a short CTA line between the bio text and the website field. If your setup shows this field, use the copy below. If not, skip this step — the link itself carries the action.

LOCKED COPY: BIO CTA LINE (IF FIELD AVAILABLE)

↓ Take the free Performance-Based Identity Assessment

STEP 8 — Story Highlights (Install Before Day -3)

Highlights live permanently on the profile below the bio. They are the first thing a cold visitor explores after reading the bio. There are exactly three. No more. No fewer. Each has a precise name and a defined purpose. The names appear in ALL CAPS on the highlight cover.

Highlight 1 — Name	START HERE

Highlight 1 — Purpose	What Performance-Based Identity is. Her first orientation into the doctrine. The first highlight she should click if she has never heard of PBI.

Highlight 2 — Name	THE PROOF

Highlight 2 — Purpose	Monique's arc in her own words. Client quotes: 'I gotta own my kingdom.' / 'She built the model. Not on her CV.' / 'The version I'm showing up as — is that what I want my son to see? Absolutely not.'

Highlight 3 — Name	WORK WITH ME

Highlight 3 — Purpose	One slide. What Bolutiwi offers. How to begin. The ENOUGH trigger. Assessment link visible.

⚠ **Common mistakes with Highlights**

1. Naming highlights with lowercase or decorative text — names are ALL CAPS, clean, no emoji.
2. Adding a fourth highlight for 'Testimonials', 'Reels', 'About' etc. — three is the architecture. More = noise.
3. Leaving highlights empty at launch — all three must be populated before Day -3. A profile with empty highlights looks unfinished. A cold visitor arriving before they are populated will not return.
4. Using Instagram's auto-generated highlight covers — design custom covers in brand colours (forest green #122B1E or deep plum #2D1235) with the name in gold (#D9B673).

STEP 9 — Category (Creator Account Only)

Creator accounts can set a category that appears under the display name on the profile. This is optional — you can choose to show or hide it. Decision: hide it. The bio already names the category precisely. A generic Instagram category label ('Entrepreneur', 'Coach') sits under 'Performance-Based Identity' and dilutes the positioning.

Category field setting	Set to: Entrepreneur — then hide from profile (toggle off 'Display category label')

STEP 10 — Contact and Action Buttons

Creator accounts can add an email address and action buttons (Book, Reserve, etc.). Keep this minimal. Every extra button on the profile is a distraction from the one conversion action — the assessment.

Email address	Add Bolutiwi's business email. Keep it hidden from the profile (toggle 'Show contact info' off). It is needed for account verification, not for display.

Action buttons	Do not add any action buttons. No 'Book', no 'Email', no 'Message'. The ENOUGH DM system is the conversion trigger — not a booking button.

STEP 11 — Pinned Reels (Grid Infrastructure)

Instagram allows up to three pinned posts at the top of the grid. These are permanent infrastructure — not promotional content. They answer the cold visitor's three questions in the first 5 seconds: Is this for me? What does this stand for? What do I do next?

Pin 1 — The Bridge	The entry reel. Speaks directly to Monique's world. Her first recognition moment. This is pinned first (top left on grid).

Pin 2 — The Mirror	The deepest doctrine reel. This is the content that earns the follow. Pinned second (top centre).

Pin 3 — The Doctrine	The category declaration. Names Performance-Based Identity explicitly. Pinned third (top right).

> ⚠ **Common mistake: Pinning a promotional post or an announcement**
>
> Pinned reels are not for news, offers or launches. They are the permanent front door.
>
> A promotional post pinned at the top tells Monique this account is selling, not leading.
>
> The three pinned reels are doctrine. They do not change until there is a strategic reason to rotate them.

STEP 12 — Hashtag Setup (2025–2026 Algorithm Rule)

Hashtags in 2025–2026 categorise content — they do not boost reach. Instagram's algorithm ranks reels by topic match, not hashtag volume. The rule: maximum 3 hashtags per reel. The first hashtag is always the same.

> **LOCKED COPY: HASHTAG RULE — APPLY TO EVERY REEL, EVERY POST**
>
> Hashtag 1 (always): #PerformanceBasedIdentity
>
> Hashtag 2 (topic): Match to the content topic (e.g. #WomenInLeadership, #HighAchiever)
>
> Hashtag 3 (optional): Only if a third genuinely categorises the post — do not add for volume.

Never: #coaching #mindset #selfimprovement #burnout #impostersyndrome
These are high-volume hashtags that place the content in an overcrowded category.
#PerformanceBasedIdentity places it in a category Magniessence owns.

STEP 13 — ENOUGH DM Automation (ManyChat)

This is the conversion engine of the profile. When a woman comments or DMs 'ENOUGH', ManyChat sends the automated response below. This must be live and tested before the first evening reel goes out. Test it yourself: DM ENOUGH to the account and confirm the response arrives within 2 minutes.

LOCKED COPY: ENOUGH AUTOMATED DM RESPONSE — COPY EXACTLY

Thank you for reaching out. I have something for you.

The Performance-Based Identity Assessment takes 5 minutes.
It will show you exactly where Performance-Based Identity is running in your life —
in your decisions, your relationships, your body and your sense of what you are allowed to want.

[LINK — insert direct assessment page URL]

Once you have completed it — I will be in touch personally.

⚠ Common mistakes with ENOUGH automation

1. Not testing end-to-end before launch — DM ENOUGH from a second account. Confirm it arrives in < 2 min.
2. Instagram desktop does not reliably render ManyChat buttons. Messages 2 and 3 in the flow must include the assessment URL as plain text (not just a button) so desktop users can access it.
3. Abbreviating the assessment name in automated messages — always 'The Performance-Based Identity Assessment'. Never 'the PBI assessment' or 'the assessment'.

INSTAGRAM SETUP CHECKLIST — Confirm Before Day -3

Tick every item. Do not publish the first pre-launch reel until all 13 items are confirmed.

- ☐ Account switched to Creator (not Personal, not Business)

- ☐ Username: @magniessence — confirmed available and set
- ☐ Display name: Bolutiwi Aiyesimoju — Performance-Based Identity
- ☐ Profile photo: Bolutiwi direct to lens, clean background, natural light — uploaded at 400px minimum
- ☐ Bio copy: all 4 lines entered exactly as written, character count confirmed at 150
- ☐ Link in bio: direct assessment page URL — tested and live
- ☐ Category set to Entrepreneur — label hidden from profile
- ☐ Email address added — display toggled off
- ☐ Action buttons: none added
- ☐ Three Highlights created (START HERE / THE PROOF / WORK WITH ME) — all populated
- ☐ Highlight covers: custom design in brand colours with gold text names
- ☐ Three pinned reels pinned in order (Bridge / Mirror / Doctrine)
- ☐ ENOUGH ManyChat automation live and tested — response arrives within 2 minutes

LINKEDIN

LinkedIn is an intellectual primacy platform, not an engagement platform. The goal is not followers. The goal is that every journalist, investor, podcast host and potential strategic partner who searches Bolutiwi's name or Performance-Based Identity finds a profile that makes the category undeniable. Every field is filled with category intent.

STEP 1 — Account Setup: Personal Profile, Not Company Page

Magniessence has a company page. This document covers Bolutiwi's personal LinkedIn profile — the one journalists search, the one podcast hosts check, the one investors look at. The personal profile carries the category. The company page supports it.

Profile type	Personal profile — Bolutiwi Aiyesimoju (not a Company Page)

> ⚠ **Common mistake: Building only a company page and neglecting the personal profile**
>
> The company page cannot build a category. A founder can. Bolutiwi's name is the intellectual anchor.
>
> Every media appearance, podcast citation and LinkedIn post links to the personal profile.
>
> The company page exists. It amplifies the personal profile. The personal profile leads.

STEP 2 — Full Name

LinkedIn uses your full name as the primary search signal. This is the name that appears in Google search results when someone searches 'Bolutiwi Aiyesimoju'. It must be exactly as below — no credentials, no nickname, no abbreviated first name.

> **LOCKED COPY: FULL NAME FIELD**
>
> Bolutiwi Aiyesimoju

> ⚠ **Common mistake: Adding credentials to the name field (MBA, ICF-ACC, etc.)**
>
> Credentials in the name field are a Performance-Based Identity signal. The category founder does not
>
> need to prove her legitimacy with acronyms after her name. Credentials belong in the Experience section.
>
> The name field is for the name. The name carries its own authority.

STEP 3 — Headline (220 characters maximum)

The LinkedIn headline is the most powerful field on the profile. It appears next to your name in every search result, every comment, every connection request and every message. It is 220 characters. It must carry the category name and your positioning — not your job title.

LOCKED COPY: LINKEDIN HEADLINE — USE EXACTLY AS WRITTEN

Founder of Magniessence · I named Performance-Based Identity · The operating system dismantled here — so high-achieving women stop earning their worth and start leading from it.

Character count: 174 (within the 220 limit).

Note: The interpunct (·) is the correct separator character. Copy it from this document — do not type a dash or slash.

⚠ Common mistakes in the headline field

1. Using a job title: 'Executive Coach | Founder | Speaker' — this is a service menu, not a category declaration.
   The headline should declare what you named, not list what you sell.
2. Using 'PBI' as an abbreviation — always 'Performance-Based Identity' in full on the first mention.
3. Making it a question ('Do you suffer from Performance-Based Identity?') — sovereign brands declare,
   they do not ask.
4. Using too many separators — one interpunct between the three headline clauses is enough.

STEP 4 — Profile Photo

LinkedIn profile photos are circular crop. Upload a minimum 400×400 pixel image. LinkedIn recommends 800×800. The same brief applies as Instagram — this is a professional context so the register is sharp and direct.

Bolutiwi direct to lens. Sharp. Present. Professional lighting. Clean or minimal background.

The same photo as Instagram is acceptable if it meets the above criteria.

A different photo (more formal setting, different framing) is also fine if it is still direct to lens.

What is not acceptable: a photo taken from the side, a heavily cropped event photo, a photo

where the background competes with the subject.

STEP 5 — Background Banner (Cover Photo)

The LinkedIn banner is 1584×396 pixels. It appears behind the profile photo. This is the largest branded surface on the profile. It must carry the category language — not just a colour or a stock image. Every person who views the profile sees this banner before they read the headline.

LOCKED COPY: BANNER COPY — TEXT TO APPEAR ON THE BANNER DESIGN

Background colour: Deep forest green (#122B1E) or deep plum (#2D1235)
Text (in gold #D9B673):

Performance-Based Identity — dismantled here.
Stop proving. Start choosing. Come home to her.
magniessence.com

Text placement: left-aligned, centre-height. Leave right third of banner clear (profile photo circle overlaps the bottom-left of the banner on LinkedIn).

⚠ **Common mistake: Using a generic stock photo or plain colour as the banner**

A blank banner signals an incomplete profile to LinkedIn's algorithm and to every visitor. The banner is 1584×396 pixels of prime real estate. Use it to plant the category phrase. LinkedIn weights profile completeness — a banner is part of the completeness score that affects how often your profile surfaces in search results.

STEP 6 — About Section (2,600 characters maximum)

The About section is LinkedIn's long-form bio field. Most people use it to list their credentials. This About section does something different: it names the category, states the case for why it exists and positions Bolutiwi as its founder. It is a category declaration, not a CV summary.

Copy the full text below into the About field. Do not add a heading — LinkedIn shows 'About' as the heading automatically.

LOCKED COPY: ABOUT SECTION — FULL COPY (PASTE EXACTLY, INCLUDING LINE SPACING)

For fifteen years, the conversation about high-achieving women has been built on a false premise.

The premise: the reason capable women underperform their potential is a confidence problem.
A mindset problem. An imposter syndrome problem.

Helpful? Yes. For the woman who leads, delivers and outperforms everyone in the room — none of it has touched the actual thing.

Because the actual thing has never been named. Until now.

The condition is called Performance-Based Identity.

It is the operating system by which a woman's sense of worth becomes contingent upon the continuous demonstration of value through achievement, compliance or competence — such that her belonging, her safety and her identity are experienced as provisional and perpetually subject to revocation.

It is not imposter syndrome. It is not burnout.
It is the identity running underneath both.

I named it. I documented it. I built the methodology for dismantling it.

The work is called Magniessence.
The entry point is the Performance-Based Identity Assessment — free, 5 minutes.

If you are a senior woman in pharma, finance, consulting or tech who has achieved everything and still cannot answer the question 'what do you want?' —
this is for you.

DM me or begin here: [assessment URL]

Character count: approximately 1,280. Well within the 2,600 limit. Do not pad with credentials or a list of services.

⚠ Common mistakes in the About section

1. Opening with 'I am a coach/consultant/speaker' — this is a category declaration, not a CV. The About section does not open with a title. It opens with the category problem.
2. Listing programmes, prices or a menu of services — this is not a sales page. The one CTA at the end (assessment link) is sufficient. No other offers named here.
3. Using bullet points — the About section is written in the Hemingway register. Short declarative sentences. No lists. No headers within the field.
4. Adding 'Areas of expertise' or 'Skills' blocks inside the About section — LinkedIn has separate sections for skills. The About section is doctrine only.

STEP 7 — Experience Section

LinkedIn's experience section is used by journalists, researchers and partners to verify credibility. It does not need to be comprehensive — it needs to establish the founder's legitimacy in the category she created.

Entry 1 — Current role	Founder & Category Creator, MagniessenceStart date: [Month Year]End date: Leave blank (current)Description: Performance-Based Identity — named, defined and the methodology for dismantling it built here. The assessment. The curriculum. The transformation programme.
Entry 2 — L'Oréal	Senior role title, L'Oréal[Start year] – [End year]Description: optional — one sentence maximum. The corporate context establishes that Bolutiwi operated at the level Monique operates at. It is not the focus of the profile. It is the context that makes the category credible.
Additional entries	Add earlier roles only if they are VP level or above. Do not list every position held. The experience section is authority architecture, not a full employment history.

> ⚠ **Common mistake: Writing a full job description for every role**
>
> The experience section is not a CV. Monique does not read it that way.
>
> A journalist checking credentials needs: the company, the level, the dates.
>
> Three bullets maximum per role. The Magniessence entry is the one that matters most.

STEP 8 — Featured Section

The Featured section sits below the About section and above Experience. It allows you to pin specific posts, links or media. This is the most visible content on the profile after the headline and About section. It must carry the category's intellectual infrastructure.

Featured item 1	The formal definition of Performance-Based Identity — link to the website philosophy/about page where the definition is published with its date. Title it: 'The Formal Definition of Performance-Based Identity'
Featured item 2	The LinkedIn date-stamp post (from Move 2 — 'Today I am formally naming a condition...'). Pin the original post so it is permanently visible. This is the intellectual primacy timestamp.
Featured item 3	The Performance-Based Identity Assessment — direct link. Title it: 'The Performance-Based Identity Assessment — Free'

⚠ **Common mistake: Featuring a podcast appearance or a general article as the first featured item**

The first featured item must be the formal definition. It establishes intellectual primacy to every visitor before they read anything else. A podcast clip as featured item 1 signals a speaker. A formal definition as featured item 1 signals a category founder.

STEP 9 — Skills Section

LinkedIn allows up to 50 skills. The top 3 are pinned and appear prominently. Add only skills that are credible endorsements. The primary skill must carry the category name — it functions as an additional search signal.

Skill 1 (pinned)	Performance-Based Identity — add this as a custom skill if it is not in LinkedIn's default list
Skill 2 (pinned)	Executive Coaching or Leadership Coaching
Skill 3 (pinned)	Organisational Psychology or Coaching Psychology
Additional skills	Keep to fewer than 15 total. Do not add generic skills (Communication, Leadership, Teamwork). Specificity signals expertise.

STEP 10 — Custom Profile URL

LinkedIn assigns a random URL to new profiles (e.g. linkedin.com/in/bolutiwi-aiyesimoju-b3a29x). Customise it immediately. The custom URL is used in email signatures, podcast show notes and all media bios. It must be clean and searchable.

LOCKED COPY: CUSTOM URL — SET THIS BEFORE SHARING THE PROFILE ANYWHERE

linkedin.com/in/bolutiwiaiyesimoju

If the above is taken, use: linkedin.com/in/bolutiwi-aiyesimoju

Do not use initials, numbers or 'magniessence' in the personal profile URL.

How to set: LinkedIn Profile → Edit public profile & URL (top right) → Edit your custom URL.

⚠ **Common mistake: Never customising the URL**

The auto-generated URL contains random numbers and is not searchable.

A podcast host who wants to put 'linkedin.com/in/bolutiwi-n37x2k' in their show notes will not bother.

A clean URL is a basic professional credibility signal. Set it on Day 1.

STEP 11 — Contact Info and Website

LinkedIn allows up to 3 website links in the Contact Info section. Use them deliberately.

Website 1	magniessence.com — label it: 'Magniessence'
Website 2	Direct assessment page URL — label it: 'Performance-Based Identity Assessment — Free'
Website 3	The 7 Invisible Rules curriculum page (once live, from Move 3) — label it: 'The 7 Invisible Rules of PBI — Free Curriculum'
Email (contact info)	Add business email. LinkedIn's default is to show it to connections — this is acceptable.

STEP 12 — Privacy Settings (Do Before Publishing)

LinkedIn notifies your network when you update your profile. When setting up a new account or making significant updates, turn off the broadcast to avoid sending a 'Bolutiwi updated her profile' notification for every field you fill.

Profile visibility	Set to: Public (everyone, not just connections, can see the full profile)
Profile broadcast	Settings → Privacy → Sharing profile edits → Turn OFF during setup. Turn back ON when the profile is complete and you want your network to see the update.
Open to opportunities	Turn OFF. 'Open to opportunities' signals job-seeking. A category founder is not seeking employment.
Following vs Connecting	LinkedIn has both. Posts reach followers as well as connections. Enable 'Follow' button as primary action: Settings → Privacy → 'Make follow primary' → ON. This allows people to follow without sending a connection request — better for building audience at scale.

LINKEDIN SETUP CHECKLIST — Confirm Before Category Day

Complete all items before the LinkedIn Open Letter is published on Category Day.

- ☐ Personal profile created (not a company page) — Bolutiwi Aiyesimoju
- ☐ Full name: Bolutiwi Aiyesimoju — no credentials appended
- ☐ Headline: Founder of Magniessence · I named Performance-Based Identity · [full copy above]
- ☐ Profile photo: direct to lens, sharp, professional — uploaded at 800×800 minimum
- ☐ Background banner: brand colours + 'Performance-Based Identity — dismantled here.' copy
- ☐ Custom URL set: linkedin.com/in/bolutiwiaiyesimoju or /bolutiwi-aiyesimoju
- ☐ About section: full category declaration copy pasted exactly — no credentials, no list of services
- ☐ Profile broadcast turned OFF during setup — turned back ON when complete
- ☐ Open to opportunities turned OFF
- ☐ Follow button set as primary action (not Connect)
- ☐ Experience: Magniessence entry first, L'Oréal second — all other roles VP-level only
- ☐ Featured section: formal definition link / date-stamp post / assessment link — in that order
- ☐ 3 website links added (Magniessence / Assessment / Curriculum page)
- ☐ Skills: Performance-Based Identity pinned first
- ☐ LinkedIn date-stamp post (Move 2 — the formal definition post) — published and pinned to Featured

CROSS-PLATFORM CONSISTENCY RULE

Both profiles are part of one system. They must be consistent on these non-negotiable elements:

Category phrase	Performance-Based Identity — written in full on both profiles, every time. Never 'PBI'. Never 'the identity work'. Never 'performance identity'.
Assessment name	The Performance-Based Identity Assessment — full name on every surface.
Doctrine copy	Stop proving. Start choosing. Come home to her. — exact wording, exact order on both profiles.
Brand name	Magniessence — capital M only. Never 'MAGNIESSENCE' in body copy.

Founder name	Bolutiwi Aiyesimoju — full name. Never 'Bolu' in professional contexts.

Photo	Both photos show Bolutiwi direct to lens. Not logo. Not brand graphic.

Performance-Based Identity ends here.

Stop proving. Start choosing. Come home to her.