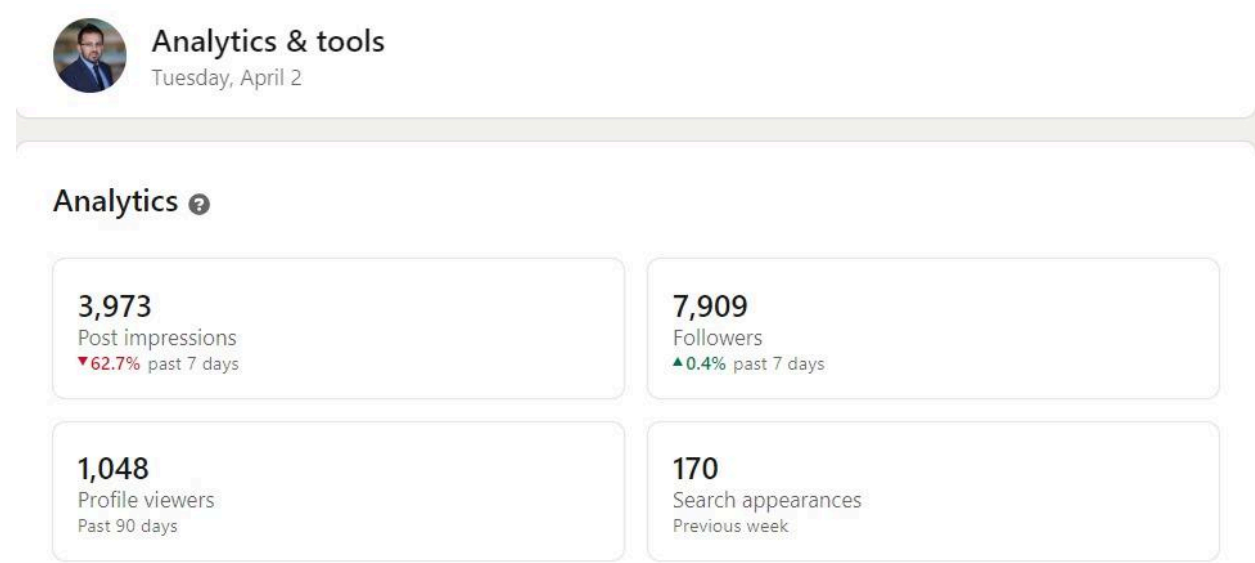


LinkedIn Personal Branding (Case Study)

Client's background - He's the director of an Australia-based immigration consultancy firm. They are specialized in immigration, education, and job search.

Project overview - I worked on his personal brand for 5 months.

Before



After



Analytics & tools

Saturday, August 3

Analytics ?

122,729

Post impressions

▲554.1% past 7 days

10,301

Followers

▲3.6% past 7 days

2,652

Profile viewers

Past 90 days

246

Search appearances

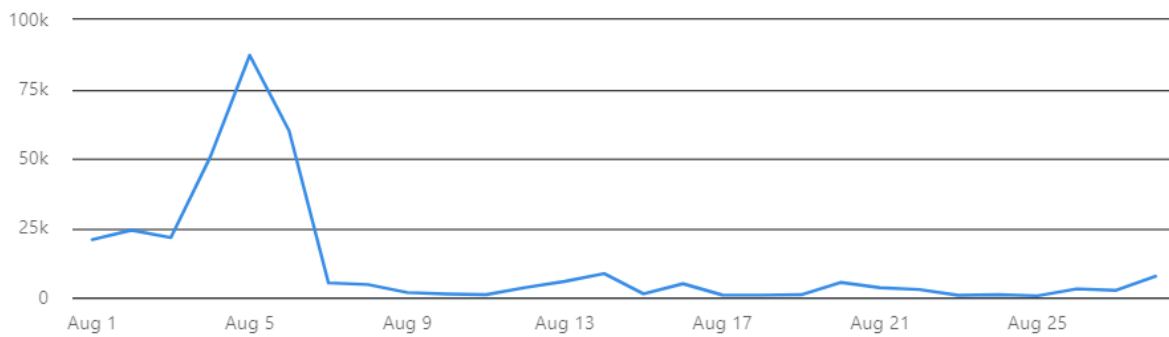
Previous week

Content performance ?









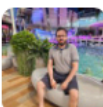



331,625

Impressions

▲134.5% Past 28 days



Daily data is recorded in UTC

<p>Aman Sethi posted this • 1mo</p>  <p>Being the smartest individual in the interview won't get you a job in Australia!</p> <p>... ...show more</p> <p>    1,344 </p> <p>53 comments</p>	<p>▲ 257,091 Impressions</p>
<p>Aman Sethi posted this • 3w</p>  <p>Let's face the reality: you don't need to have your entire life mapped out the moment you graduate!</p> <p>... ...show more</p> <p>    147 </p> <p>29 comments</p>	<p>▲ 11,965 Impressions</p>
<p>Aman Sethi posted this • 2w</p>  <p>Sorry to burst your bubble, but it's work-life balance that makes any business successful!</p> <p>... ...show more</p> <p>    110 </p> <p>27 comments</p>	<p>▲ 9,020 Impressions</p>

Viral Posts

Post 1 (2 lakh+ impressions, 1.3k+ engagement, 56 reposts)

Being the smartest individual in the interview won't get you a job in Australia!

The Australian job market is really tough, and interviews play a major role here. No matter how smart you're, you need to be prepared.

So, here are 10 questions that you must practise answering if you need to crack your next job interview 🙌

Graphic -

Impress your employers with these answers to crack your next job interview
Cheat Sheet

Tell me about yourself.

- Briefly introduce your current role and company.
- Highlight a key professional achievement or skill.
- Mention a personal passion or value that drives you.

Why work for us?

- Emphasize the company's innovative and dynamic culture.
- Highlight opportunities for your growth and development.
- Mention why it's an ideal company for you.

Have you accomplished something you didn't know you could handle?

- Present yourself as a fighter, not a quitter.
- Explain the specific actions you took to solve the problems.
- Highlight the positive outcome and what you learned from the experience.

If you were a car/bird/animal/colour what sort of car/bird/animal/colour would you be?

- Choose what reflects your personality.
- Explain a key characteristic that aligns with you (e.g., "I'd be an eagle because I'm focused and visionary").
- Relate it to your professional strengths or work style.

How do you like to be managed?

- Emphasize the importance of clear communication and expectations.
- Mention appreciation for feedback and support for growth.
- Highlight your preference for autonomy and trust.

Why did you leave your last job?

- Explain your desire for new challenges and growth opportunities.
- Mention your interest in expanding your skills or pursuing a different industry.
- Highlight your enthusiasm for the new role and how it aligns with your career goals.

What should I know that's not on your resume?

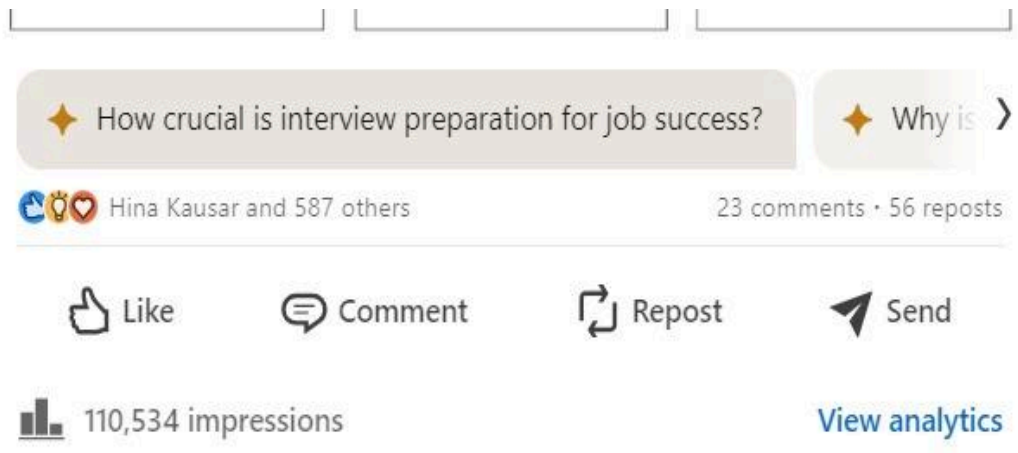
- Share a personal story that reflects your work ethic or values.
- Discuss a recent volunteer experience or community involvement.
- Mention a soft skill or personal quality that contributes to team dynamics.

Do you have any questions?

- Ask about the team dynamics and company culture.
- Inquire about opportunities for professional growth and development.
- Seek clarity on the expectations and key success metrics for the role.

What would you do if you were in my position?

- You need to show that you can think on the spot.
- Analyze 2-3 challenges in their industry beforehand.
- Describe them, think big & wide, and give solutions.



Post 2 (16k+ impressions, 250+ engagement, 4 reposts)

Bill Gates, co-founder of Microsoft, is an introvert
Mark Zuckerberg, founder of Meta, is an introvert
Elon Musk, founder of Tesla and SpaceX, is an introvert

But why are the most successful entrepreneurs introverts? Is a wrong question to start with, actually.

While the right question is, how did their personality not affect their success?

The common conception is that your personality and mindset directly impact your business. I realised this when I founded JICS. I never shout out loud about my dreams.

Being an introvert myself, I made consistent efforts, and slowly I transitioned into entrepreneurship from being an employee.

From my share of experiences, here are 5 reasons why introversion is no less than a powerful asset:

1 Delaying gratification:

Sharing your goals too early gives a fake sense of achievement. This makes you feel like you've achieved something big. When you avoid sharing, your focus will increase, and you'll see yourself actually doing the work.

2] Process-based praise:

Introversion helps you focus on the process instead of the results. This helps you to work more efficiently.

3] Blocking out early negative feedback:

When you work on the ideas before asking for feedback, you can focus on what you are building. This helps to avoid negative comments that could slow you down.

4] Embracing deep work:

Building a business needs a lot of solo focus. When you cut yourself from every distraction, you can invest more time in deep thinking and solving problems by yourself.

5] Perceptive listening:

When you become an observant, empathetic listener, you can really understand people's needs and design thoughtful solutions.

If you think that introverts can't do business because they shy away from people, then you need to think again. Introversion is a superpower!

Comment the name of your favorite entrepreneur who is an introvert 🙌

Bill Gates, co-founder of [Microsoft](#), is an introvert
Mark Zuckerberg, founder of [Meta](#), is an introvert
Elon Musk, founder of [Tesla](#) and [SpaceX](#), is an introvert

[...see more](#)



✦ How can introversion be a powerful asset in business?

✦ What >

   Charu Sharma and 259 others

65 comments · 4 reposts



Like



Comment



Repost



Send



16,693 impressions

[View analytics](#)

Post 3 (11k+ impressions, 150+ engagement)

Let's face the reality: you don't need to have your entire life mapped out the moment you graduate!

If you don't know which career path you want to go with, then believe me, it's completely okay.

The pressure to find the perfect job right away can be overwhelming, but your first job doesn't have to be your dream job.

Instead of stressing about finding the ideal career immediately:

- 👉 Focus on gaining experience through internships and part-time jobs
- 👉 Learn from every opportunity be it volunteering for a project
- 👉 Talk to as many people as possible
- 👉 Explore different fields
- 👉 Develop new skills

Your first job is a starting point, not a final destination. It's okay to take a position that simply pays the bills while you figure things out.

Use this time to understand what you enjoy and what you don't.

Don't be afraid to try new things. The skills you gain now will be useful later, even in unexpected ways. Your interests may change, and that's perfectly normal.

The key is to keep learning and growing. When you eventually find work you love, that's when you can focus on becoming great at it. And people rarely quit things they excel at.

What was your first job, and what are you doing currently? Let me know in the comments!



Charu Sharma and 142 others

29 comments • 1 repost



Like



Comment



Repost



Send



11,373 impressions

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