

Linkedin Personal branding

Basic SOPS

Definition

Difference between a normal and a personal brand

Normal Brand

- Represents a company or organization
- Focuses on products or services
- Marketing strategy aimed at a broad audience
- Utilizes traditional branding elements like logos, slogans, and corporate colors
- Built through advertising, promotions, and customer service

Personal Brand

- Represents an **individual**
- Focuses on personal values, **skills, and personality**
- Marketing strategy aimed at a **niche audience or specific industry**
- Utilizes personal storytelling, **social media presence, and networking**
- Built through **personal achievements**, reputation, and **public speaking**

Pick successful aspects from the

🏆 Top players 🏆

[Umair ur rehman](#) Strategic brand designer

[Lara Acosta](#) personal brand builder

[Tassel Ahmad fates](#). Consultant, coach and ghostwriters

[Justin welish](#) solopreneur

[Matt lakajev](#) transformed by us id it rehman

The base 

Skill to offer

Example

Seo/ppc

Digital marketing consultant

Boiling down to a niche (a specific audience)

Example

E commerce or saas

B2B or B2C

The deliverables (list out)

(What will you do exactly)

- Reduced bounce rate
- More clicks

The outcomes

(What result they will get at the end)

- more revenue
- More clients
- more followers

Your offer

(combining the deliverable and the result)

Example

I'll get you [result] by [deliverable]

Profile optimization

Banner

- A banner doesn't need to mention the creator's name
- What you do
- Who is this for (in the front of the profile pic)
- Offer the deliverable/result
- Authority symbols
- Scarcity and urgency to promote your offer (optional)
- Call to action (above profile picture)

Name

- Less than 20 characters
- Pronunciation of their name (for non natives - if the name is complicated, you can add a nickname)
- Don't have to write your role(seo manager) save it for the description

Bio

- What you do and who is this for
- X specialist and y specialist
- Social proof / achievement
- Certifications

Apply Below to Work With Me



Transforming Boring Profiles into Exciting LinkedIn Brands and Beyond



Trusted By

Top 1% LinkedIn Creators



And More...



Ubaid Ur Rehman · 3rd

Transforming LinkedIn Profiles into High-Converting
Landing Pages | Visual Strategist | Design Consultant |
270+ Happy Clients | Google Certified UXer | EU
Aspirant

Top Brand Design Voice

- What you do without X [less effort]
- Social proof (be specific)
- Cta to send a dm to get started



What if LinkedIn generated leads while you sleep? 🤖

Join 200+ professionals.
Unlock LinkedIn with AI.

Visit www.unlockai.ai



Matt Lakajev 🚀 🛡️ · 2nd

Generate 5+ warm leads a week without feeling "salesy" | Work with me and 381 creators in the program link below | DM me CREATOR SYSTEM and let's chat

Unlock AI · Swinburne University of Technology
Lavender Bay, New South Wales, Australia

500+ connections

University and address

- Do not have to be pinpoint with your location

Example - Islamabad Pakistan

Button cta

- Follow
- Message
- Request service ✓
- Book a call

About section

- Use the winners writing process and break the market -
- 4 questions to access your grounds
- Wrote the copy 😎

Featured

- testimonials and big recommendations
- Newsletter link
- 1:1 coaching call with recording
- Your free content
- A gateway to your funnel
- Services

Services

-



Ubaid Ur Rehman's Services

[Visit profile](#)

Request services

More



Working with providers



Start by requesting a proposal from a provider. Once they respond, you can discuss how to start working together. [Learn more](#)

About

Impactful design, backed with proven psychology.

Get started now → Drop a message.

I'm just a text away :)



Available

Remote



Pricing

Contact for pricing

Services provided

Brand Design

Graphic Design

Visual Design

- A single line of what you do
- Cta - reduce effort
- Available - remote
- Price - Contact for pricing
- Services 3-5
- Image offer representation in the media section below

Top skills (besides your other 49 skills)

- 3 - 5

Reviews on service page

- Stars and testimonials will be onside your top skills

Documents

- showcase your skill
- Social proof
- Authority
- Case studies
- Before after
- Client work
- Value content
- Promote your content
- Promote your offers
- Your tweets into posts

Experience

- With each company, write in bullet points of exactly what your role was in the company
- If you had **different positions in a company**, write down separately and in bullet points what you exactly did for them

Education

- University
- Any other degree

Licences and certifications

- All of your google and sunspots certifications. Related to your skills
- Any other certifications to add personally
- Google, hubspot and LinkedIn certifications
- Literary every single related course you have done, name it with it's certifications
- **The certifications related to your skills is preferable**

Projects:

- Recent client projects you have worked on
- Case study style

Post format

- Client - Situation
- What options client had
- why he decided to go with you
- You did your magic (explain)
- He got what he was looking for
- Carousels showing the practical results (before/after)
- —
- Promoting your project (product)

Skills

Top players format

- near 50
- Atleast more then 5 endorsements per skill
- —
- 20 skills
- 50+ endorsements per skill
- —

- 8 skills
- 100+ endorsements
- —
- 15 skills
- 50+ endorsements

Recommendations

- Top players are preferable in the industry
- Clients that you have helped directly or indirectly (either from working with you or from your content)

Review the model 👉



Lara Acosta  · 3rd

Building personal brands on LinkedIn (and beyond)

April 29, 2024, Lara was Ubaid's client

Ubaid's designs are everywhere - and for a reason. His work is 10/10 and EXACTLY what anyone who wants to position themselves as a leader on LinkedIn needs.

He knows WHAT performs well on LinkedIn specifically with visuals.

He's worked with 100s of clients in diverse industries

I've referred him many too, and ALL of them have a positive review

He's also done work for me from my featured section to templates for my LinkedIn community.

Ubaid is your best shot when it comes to design, don't just take it from me literally just look at his case studies.

Thank you Ubaid!



Nishant Sondhi · 3rd

Real Estate Investment Fund Manager | Specialized in Passive Investing for Multifamily & New Developments
| Data-Savvy, Transparent, Committed

April 22, 2024, Nishant was Ubaid's client

Alana initially highly recommended Ubaid. I reviewed his impressive portfolio on LinkedIn, which immediately stood out with its vibrant and innovative design concepts.

He emphasizes close collaboration and communication. Ubaid took the time to understand my vision, adapting his designs to align perfectly with my brand's colors and overall aesthetic.

His responsiveness and ability to capture exactly what I envisioned made the design process seamless and enjoyable.

His design reflects my professional identity and helps me stand out in my network.

Ubaid is fun and bold, and always brings a fresh perspective to the table. His creative courage and willingness to push boundaries make him an invaluable asset to any project.

I highly recommend Ubaid if you're looking to enhance your digital presence. His ability to translate individual ideas into stunning visual elements makes him the best fit for anyone serious about taking their branding to the next level.

Break down the elements and model these recommendations

- 35 preferable number of Recommendations from other industry professionals

In the given section: You have to be careful when endorsing individuals. This can bring down your credibility if you get this wrong.

Add your language

- Don't need to if you are native English speaker
- More languages will make you perceived as an interesting person

English - Punjabi - urdu - hindi

Interest

Just don't go overboard. Otherwise, your feed will be cluttered with industries that do not relate with each other. Your interaction can be diluted.

Volunteering

Google definition

Here, you can include any work you may have done voluntarily (without pay). Having a volunteer experience section in your LinkedIn profile is an excellent way to stand out as a job candidate. It can even improve your standing in front your leads

Volunteering



Participant in Door to Door knocking campaigns

Red Cross Blood Services

Jan 2016 - Feb 2017 · 1 yr 2 mos

Human Rights



Volunteer Coordinator

CleanUp

Jan 2017 - Feb 2017 · 2 mos

Human Rights

- It displays initiative, passion, and leadership

Honors and awards

Honors & awards

Speaker at SaaStr Europa 2020

Issued by SaaStr · Oct 2019



Associated with The Saturday Solopreneur

Speaker at SaaStr Scale 2019

Issued by SaaStr · Aug 2019



Associated with The Saturday Solopreneur

Preferred content:

Magazine profiles

Published articles

Involvement in panels or moderating

Keynote addresses or speeches

Specialized projects

Membership in committees

Training or mentoring you provided

Recognition as an employee of the month

Additional relevant expertise

Publications

The Publications section of LinkedIn is the place for writers to add published work. This section is a great place to spotlight your writing ability and showcase your knowledge.

Do not think that this section is only for the books you wrote. If you wrote an article that was published or broadcast in some manner, add it to this section and share it with the readers of your LinkedIn profile. Cite magazine articles, newsletter pieces, guest blog articles, and more. Here's how to add your publication history to your profile:

[How to do it step by step](#)

Content strategy

Content genre:

Value
Personal

Value

Goal:

To prove your credibility and expertise in the space. To show that you can provide value. You are a go to person if the problem pops up.

How:

- Free value (tips, best practices)
- Case studies

- Post How to content from your experience, "How I"
- Solve problem of your niche from your content (tell them what to do, leverage yourself as a product to get that outcome)

Personal content

Goal:

To connect with your audience in a personal level

How:

- Your stories
- Past experiences
- Life lessons
- What you learned for being in the field for X amount of time
- Hot takes
- Memes
- Contrasting opinions
- Disregard a general opinion in a smart manner, will make you stand out

Forms of content

Posts

- Shortform content
- Long form content
- Images (selfies with personal stories)
- Carousels (case studies, value, solving problems, tips and advice)

Articles

Discussions

Niche content

Research

Tips and advice

Leverage UGC

[Click here for details](#)

Non negotiables for success

The needle won't move towards the goal unless we do this

The more you do them, the faster your success will be

Posting content

- 1 per day minimum
- Value and personal (interchangeable with order)

Engaging

- 25 per day
- Reactions and reposts (when rate oor building a profitable relationship)

Comments

- Comment like a bro
- Be friendly and not over the top professional
- Say your opinion/take, not the right thing in general
- 25 per day

Direct message

- LinkedIn is a networking platform
- You have to network with other professionals
- Provide value and be interested
- They can also become your client or prefer to your clients
- 10 per day minimum

Success pathway

Delusional path

Content -> client

Realistic path

Inbound leads

Passive

Scrolling -> found your content (either found it valuable or interesting for personal takes/stories)-> engaged -> your content appeared again -> got interested in you and checked out your profile -> you seem interesting and followed -> seeing your content as usual -> they face a problem you are solving, and they decide to contact you for service

Scrolling -> found your content and liked you as a person (stories and takes) -> followed you -> they might not have a problem but you can get a referral out of them

Scrolling -> have a problem on the top of their head. Your content solved it -> decide to contact you for service

Active

Get a referral from your connections (build relationships with them)

Get a referral from one of your past/current clients

Searched for a service, you came in front -> click profile -> see the banner, see the profile pic -> see the bio -> a glimpse of your content and engagement -> experience and certifications -> skill endorsements and recommendations -> book a call

Outbound leads

Outreach

Warm

Connections with built relationships -> find a problem - > provide value and solve it -> book a call and find a deeper problem and offer yourself as the best solution -> underpromise and over deliver -> get recommendation and endorsements -> post it on your social media

Cold

Social media

Direct with the testimonial - problem - solution - offer

Or

Built rapport for a couple of days, hit them up in the DMs, start a conversation and find a problem, book a call and go deep, represent the solution , handle objections

Email:

No rapport, reach out with clear intentions

Follow email sops

But, what is a personal brand?



A personal brand is built around YOU.
If people know you well, that means, your
personal brand is strong.



Aaron  @IAmAaronWill · 08/06/2024



>> 6 figure, online business blueprint <<

Pick **a** skill

Pick **a** niche

Pick an audience

Craft **a** good offer

Build your **personal brand**

Find your target audience

Reach out to them

Get them on **a** call

Get them to pay you

Deliver the results

Use the results to get more calls



12



5



89



3.8K





Aaron  @IAmAaronWill · 1d



Stop wearing **a mask** on X.

You're building **a personal brand**.

PERSONAL.

The whole idea behind **a personal brand** is it's built on the premise of you.

Your ideas, your takes, your stories.

Stop trying to build **a brand** by copying other's ideas and content.

More you = Better **brand**



63



14



166



6.7K





Aaron  @IAmAaronWill · 12/06/2024



There's about **a** million ways to make money online.

Dropshipping, ecom, affiliating etc.

None of them beat **personal** branding.

Learning **a** skill, curating your profile around it and selling it as **a** service.

You can legit start your **personal brand** this week and make money from it



65



8



190



8.7K



[Example explanation](#)

