

Sample Personal Branding Content for WECONTENTIFY

LinkedIn Post #1

In my time at Intuio, what I have seen is that businesses are increasingly opting for custom solutions.

Here's why ↓

Imagine 2 medical offices, 2 different methods, 2 different chiefs, 2 different set of physicians, 2 different specialities.

Can we expect both of them to use the same software just because they are 'medical experts'? No, right?

Because there's no one size fits all.

In today's fast-paced digital landscape, businesses are increasingly realizing that off-the-shelf software just doesn't cut it anymore.

For every business has its own unique set of challenges, so are the solution requirements.

Especially when it comes to softwares which is where customisation comes to save the day.

Custom software development allows businesses to start from a blank page creating solutions that are tailored to their specific needs.

Automating complex processes ✓

Integrating disparate systems ✓

providing a unique user experience ✓

Here's why businesses are increasingly opting for custom solutions:

1. Customised Fit

- Made to fit YOUR demands (unlike those generic ones that try to serve everyone but barely satisfy anyone)
- Increases productivity, improves user adoption, and has a bigger financial impact

2. Scalability

- Business grows? Custom software is made to grow with it!
- Built with scalability in mind, allowing you to add features and handle increased workloads without encountering problems

3.Integration Flexibility

- Easy to integrate with current systems, guaranteeing that all of your tools function as a unit.
- Gives you a unified platform to manage your business instead of getting stuck in the web of multiple platforms.

4.Competitive Advantage

- Allows you to innovate and differentiate your offerings according to the market demands, which means you are one step ahead of other players
- Saves you and your time from being wasted in 'trying to make it work'

Feeling that itch to ditch the cookie-cutter solutions? We got you!

Book a free consultation call today and my team will help you identify the best solutions for your business needs.

LinkedIn Post #2

Reference taken from this post -

<https://www.linkedin.com/feed/update/urn:li:activity:7234527694636412929/>

7 years of patience and persistence

A true story on how I learnt how personal branding truly works

7 years ago, when we took on one of the most challenging projects at Intuio...

helping Accident.com turn their bold vision into reality,

I had no idea the magnitude of the journey I was signing up for.

7 years...A journey full of ups and downs,

A journey that made Accident.com the million-dollar revenue machine that it is today,

Hasn't been just 'A journey' about taking an idea & making it into something big.

Hasn't been just 'A journey' that led to some massive wild...transformation.

It hasn't been a journey that I could have talked about in just 1 round of drinks with my friends

It hasn't been a journey that I could ever potentially encapsulate in a 1 LinkedIn post (oh...my tiny bittersweet era)

For it has been a journey that taught me so much more than just how far I and my team can go in challenging our limits.

For it has been a journey that taught me so much more than the extremes of our innovation.

For it has been a journey that taught me about patience, perseverance and the power of a strong partnership.

Less did I know that this journey would truly shape me and personal brand.

To sum up, what I learnt about personal branding from my own experience is that

It takes time.

It takes time to build an image

It takes time to let your hard work show the result

It takes time for the consistency to shine out in its true nature

It takes time for that vision to be understood

It takes time to build connections and a network that is always there for you.

Personal branding...takes time.

It's not an overnight thing.

#PersonalBranding #Patience #Persistence #Growth #Innovation

Note for readers - From my 7 years of experience in the space of Personal Branding, Writing, Content creation...overall marketing, what I have learnt is that marketing is the only space where 'repetition' is rewarded.

The repetition in this post isn't just a stylistic choice—it's designed to play with the psychology of the audience. Repetition helps with retaining the information much better as it allows the consumer (of the content) to sync the data that they see on the screen.

It allows the reader to insert themselves in the content (in those tiny little spaces that no one really cares about) and solve things in their 'own' way as if it's a puzzle.

Reel Script

The entire vibe should be a little chilled out, kinda laid back yet powerful, like the founder has an AURA you know. It should make the corporate carriers (you know the cranky bosses) crumble to the ground with an 'OH GAWWWWD WHAT IS HE TALKING ABOUT' yet at the same time it should make job seekers and employees HAPPY with the feeling of 'UGH HH HE KNOWS WHAT HE IS TALKING ABOUT'

[Opening Scene] Visual: The founder, standing in office facing the camera

Hook - The corporate world will cancel me for saying this!

I am talking about 'No-Notice' employee policy. (followed by 3 seconds of bird chirping sound)

Body - Look, I know its pretty unconventional, but hear me out. (its like giving off that 'have some patience guys' type vibe)

[Cut to: Close-up of the founder, walking through the office, interacting with employees who look engaged and happy.]

Founder: (voiceover) At our company, we've decided not to require a notice period when an employee wants to leave. Yes, you heard that right—no notice needed.

[Cut to: Founder opening his office room door with a cup of coffee, bonus points if the cup is quirky.]

Founder: (talking to the cam) Why? Because I believe that work should be a place of passion, not obligation. Work should come from within, not by force.

If someone feels it's time to move on, I want them to feel READY for their next step and not to worry about any obligation such as a policy.

[Cut to: A team meeting]

Founder: (voiceover) I know it's not easy...not in the theory even. But We've built a system that allows us to work efficiently, even when someone decides to leave.

A lot of our work is automated which makes our processes and documentation quite easy, hence fostering a collaborative culture and a system that has the ability to run on its own without witnessing a crash.

[Cut to: Founder speaking directly to the camera, looking sincere.]

Founder: This policy is about respecting our employees as much as it is about flexibility for the business. We want to encourage them if they feel it's time to pursue new chances after giving it their all.

[Cut to: Happy employees at their desks, some leaving the office with a smile, others arriving with excitement, like a normal office, we don't want to show them as super smiley for the sake of a reel, let's keep it normal]

Founder: (voiceover) or done sitting in office in a sincere manner- At the end of the day, I would prefer that individuals work here because of a desire to, rather than out of need. And even if they do want to go, I want them to do so knowing that they are appreciated and departing on a happy note.

[Closing Scene] *Visual: Founder standing by the entrance, smiling as an employee walks out, the door closing softly behind them.*

Founder: "Because at our company, we value the journey—whether you're with us for a season or a lifetime. No notice needed, just gratitude for the time we've shared."

(Sneakily like leaning his body from behind the door and whispering) And because of this, the office culture and environment is always positive (with a sweet smirky shrug)

[End Scene] *Visual: Company logo with their tagline or something like "Empowering People, One Step at a Time." or if it's for the founder of Ksquare Energy then we can say something like 'Serving people, saving planet'*