

Why LinkedIn?

1 in 3 professionals on the planet are on LinkedIn.
44% of LinkedIn users make more than 75k a year.
41% of American millionaires use LinkedIn.

LinkedIn is the cheapest and the most organic platform among Instagram, Facebook, Twitter, and other social media apps.

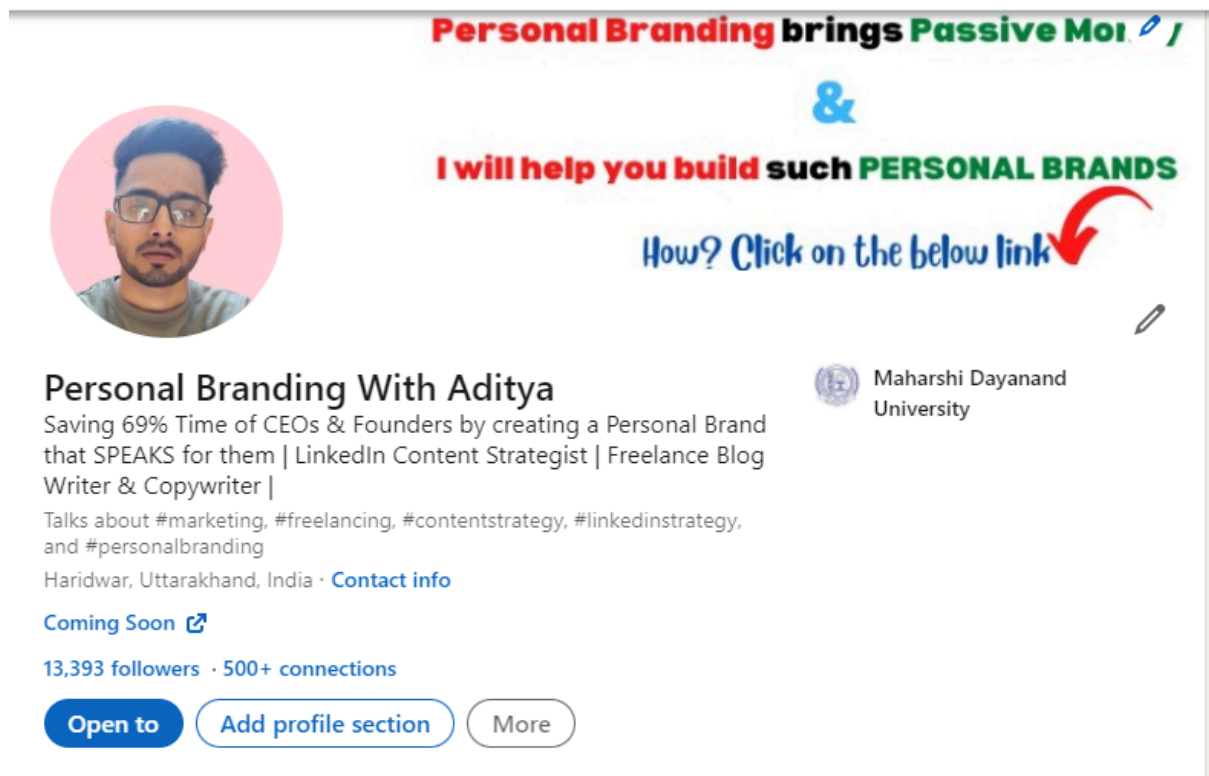
When I say cheapest, I mean there is no need to run ads on LinkedIn to reach a wider audience, which is no longer the case on other platforms.

Also, if you do run ads on LinkedIn, it is still cheap because of the higher conversion rate and quality of the leads you get from LinkedIn.

Although, I will not recommend running Ads on LinkedIn because its organic reach is sufficient to build your Personal Brand and connect to the target audience.

Just like I did for my Personal Brand

Currently, I have over 13k+ followers on LinkedIn while I am connected to only 1k people. This means the rest of the 11k+ people follow me for my GENUINE content only.



The screenshot shows a LinkedIn profile for Aditya. At the top, there is a banner with the text: "Personal Branding brings Passive Mo" (partially visible), followed by an ampersand "&", and then "I will help you build such PERSONAL BRANDS". Below this, it says "How? Click on the below link" with a red arrow pointing to a link. The profile picture shows a man with glasses and a beard. The name "Personal Branding With Aditya" is displayed, followed by the bio: "Saving 69% Time of CEOs & Founders by creating a Personal Brand that SPEAKS for them | LinkedIn Content Strategist | Freelance Blog Writer & Copywriter |". Below the bio, it says "Talks about #marketing, #freelancing, #contentstrategy, #linkedinstrategy, and #personalbranding" and "Haridwar, Uttarakhand, India · [Contact info](#)". There is a "Coming Soon" button with an external link icon. The profile has "13,393 followers · 500+ connections". At the bottom, there are three buttons: "Open to", "Add profile section", and "More". The university affiliation "Maharshi Dayanand University" is also visible.

LinkedIn profile: <https://www.linkedin.com/in/adityaccreatescontent/>

Genuine content that makes them feel connected, relatable, authentic... In short, jo unhe apnapan feel karvaye, jo unhe feel karvae ki ye to unke saath bhi hota hai.

And this is my USP. I write content FOR THE HUMANS, TO THE HUMANS & BY THE HUMANS.

I can do the same for your personal brand as well.

What will I do?

1. Complete revamp of your LinkedIn profile. You only have 3 seconds to catch your customer's attention. And the same generic, boring profile will not lead you anywhere.

Hence I will change your display picture, cover picture, intro, summary section, and everything else to help your profile **STANDOUT**.

2. Connecting and engaging with your target audience which includes finding your target audience, sending a connection request to them, liking and commenting on their posts, having meaningful conversations with them in DMs, and everything else that will build your **TRUST** among your target audience.

3. Posting at least 4-5 times a week to increase your **CREDIBILITY & CONSISTENCY** among the audience.

Standing out, Trust, Credibility & Consistency are the four pillars of building a Personal Brand on LinkedIn.

Results for 1 of my client:

Content performance ?

659,022

Impressions

▲ 1,355.6% past 28 days

4,385

Engagements

▲ 444.7% past 28 days

Impressions ▾



1355% increase in Impressions in the last month. This is the power of LinkedIn's organic reach mixed with Aditya's content.

But why Personal Branding?

Branding makes people FEEL something.

Marketing makes people DO something.

But people need to FEEL something before they are willing to DO something.

And your personal brand will make them FEEL like they need to buy from you.

It is as simple as that.

PS: None (including me and you) follows a random xyz page on LinkedIn. People there tend to follow an individual who makes them feel trusted and relatable. I will do the same for your Personal Brand.

What will I not do?

I am not going to build your Personal Brand overnight.

I will not be active and available 24*7.

I will not do personal branding on any other platform.

Not all my posts will have good engagement.

What do I expect from you?

Patience: As I mentioned above, Personal Brand will not build overnight. It takes years to build a personal brand. Nike, KFC, and Adidas aren't built overnight. Hence you need to have some patience before results start coming. And they will come eventually. I GUARANTEE you that.

Your LinkedIn login credentials.

Personal Stories & Pictures: I study LinkedIn day in and day out and have noticed that posts with pictures perform well compared to posts without pictures.

Also, posts with some personal stories attached tend to perform well on LinkedIn.

Hence, I will require your pictures and personal stories from the past that you are comfortable sharing.

Remember? We need to post content that stands out, builds trust, and connects with HUMANS.

Treat me as your JOURNAL: I will share a doc with you where you can write down the whole summary of your day. You can do it daily, you can do it once in 3 days, but you need to DO this.

This will not only help me but will help you as well. All your thoughts and emotions will be out of your head before sleeping which will help you sleep better.

And will help me with content ideas to understand you better.

Remember, the more I know about you, the better I will write about you because at the end of the day, it's your profile, and people will like to see YOU and not me through your posts. Hope this makes sense.

Enough of talking now; here are my charges:

If you want to pay 50% advance:

INR 20K on the first day of the month.

INR 10K on the 15th day of the month.

INR 10K on the last day of the month.

So, in total, INR 40K per month.

If you are willing to pay 100% advance

INR 35K on the first day of the month.

If you want to pay 100% after the month

Sorry, no offer exists.

For International Clients: \$700 per month. 100% advance only.

Payment Mode: UPI (8650892428@ybl)

Paypal (<https://www.paypal.com/paypalme/writeraditya>)

I only work with 2 clients on a monthly basis because I don't think I have the emotional bandwidth to completely understand more than 2 people.

For this particular reason, I have been single for the last 2 years because I don't have the time and emotional capacity to spend on my partner. I am this much serious about my work and what I do.

What are you waiting for then?

Complete the payment, send me a screenshot on WhatsApp (08650892428), and we can start working.

If you have any other queries, call or WhatsApp me at 08650892428.