Bonus Tips

01 October 2023   11:14 AM

Personal Branding

Why do we need to build our personal brand??

To get more reach, attention, opportunities.

One tLihing we observe people with good personal brand is: **we know them being associated with atleast one quality.**

What are 3 things people know Akshay saini about??
Youtube, Namaste JS, Teacher

Why is it so? Are only these 3 words define him?
No, he has done a lot but people know him for these 3 things because he wanted people to know him for these 3 qualities.
He is not the same person we see on camera. His online personna may be different from what he is in real life.

Personal branding is the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, widen their circle of influence, and have a larger impact.[1]

What we see on social media, people may be different from that.

They intentionally make their online personna like the way they want.

You have to be very conscious of what people know you for.

There is a accidental personal brand where you get popular overnight, but they do not stay popular for longer time.

Say someone made travel videos and it became viral so he accidently made his personal brand related to travelling.

How to consciously make your good personal brand?

Every thing is planned.
Name of course is planned, post video music was planned, long hair was planned.

Suppose if someone is a great linkedin influencer, it's a conscious effort from their side to make them look like that. They consciously restrict themselves from posting only certain types of things. They consciously adopt decision of not putting Politics, Cricket, religion related stuff.
The posts we see on linkedin are not written on the go. They are well-planned from weeks.

Suppose Akshay Saini want to create Event loop video?

Does he simply come and teach?
No, he does properly planning, preparation for that. Do some homework, It takes one week to make one content heavy video, Prepare the content, Scripting is done, Before coming to the camera the person knows what he want to say, Where to put the Outro music is also planned, Sometimes every word is scripted. How to grab user attention is also scripted and pre-planned. Deliberately some elements are added in the video to make it attention grabbing.

Context API can be taught in 15 minutes also, 1 hour also, 1 day also.
How much time to allocate is also pre-planned.
Name of the lectures are made catchy to grab student's attention.

You have to be very unique in your things while you are making your personal brand.

Best DSA content is in NPTEL, MIT opencourse but nobody watches them so Content is not the only thing which works today.

They can steal your content, they cannot steal your brand.

Content accounts for only 50% of total.

College Professor also teaches DSA, Youtubers also teach same DSA content but people relate more to youtubers and less to professors so personal brand is important.

<mark>Time, Tide and JS waits for none</mark> is intentionally spoken with proper planning
<mark>Parcel is a beast</mark> is intentionally spoken with proper planning

Everything Akshay teachers is scripted, Everything is scripted.

Before coming to camera, rehersals are done 4-5 times.

Can someone crack a joke to a camera while recording a video? No, Even jokes are planned

If we ever see a good strategic content on internet, it is planned.

Initial 10-15 seconds of any video is made so catchy that It can catch user attention.

When someone is on camera, he is not an Teacher, he is an Actor/Artist

Using Swiggy API, making a Swiggy App was just planned.

Unprepared people are not that confident, if someone is well prepared they will be confident.

You have to be unique, You have to teach people what you know, You cannot teach someone what you have to studied.

How many post to write in Linkedin to make good personal brand??

Not everyday, strategy of personal branding is, if we keep posting everyday means we want one of the post become viral and we create a accidental personal brand.
Everything is probabilty. If we give 100 interviews we might get success in 1, if we give 200 interviews we might get success in 2 so everything is a game of probability.
If we write linkedin post daily for 100 days, one of post gets viral and we make personal brand out of it.

Every piece of content, post you are posting should be high quality.
Do not put hate content, controversial posts, layoffs, DSA vs CP, random stuff, Data Science, AI/ML or whatever you know and whatever you are experienced with, like JS, react, interview tips.
Never give a negative vibe through your posts to the reader.
Always be flexible, do not be rigid in social media.
Be conscious of what you are posting.
Be conscious of what and how you are replying to hate comments.
Don't go in controversies, Do not like hateful posts
Every post you like, you comment on shows your connections what type of person you are.

Think of your Audience.
Some people make their vibe as bhaiya/didi. this is also an strategy.
Everything makes your personal brand. Your clothes, your shoes, how you carry yourself.

Motivation is like a catalyst, do not seek motivation for everything, don't rely on motivation for everything.
Give your Heart & soul to everything.

Linkedin Tips

Personal Branding
- Offline
    - Smaller Groups/Gathering
    - Seminars
    - Meetups
    - Events
    - Public Speaking
    - Write a Book
    - Helping People Offline

Personal Branding online is easy as compared to offline as we can reach much wider audience with lesser efforts.

- Online
    - Blogging
    - Websites which help people
    - Freelancing
    - Github - open source
    - Leetcode and similar platforms
    - CP
    - Stackoverflow champ
    - **Social Media**

Social Media is most important for Online Personal Branding.
None of the social media platform is best, none of them is worst.
It depends on in which domain you want to succeed?

Every social media platform has its vibe, Twitter is known for negativity, Instagram is known for fake lifestyle, Linkedin is known for professional people. Youtube is known for all type of video content.
World's best search engine is goggle
World's second best search engine is Youtube.

Social Media (max reach, least effort)
- LinkedIn
- YouTube
- Instagram
- Twitter
- Facebook
- TikTok
- Telegram Channel
- Discord Communities

Out of all the options, Minimum effort and Maximum output can be achieved from **Linkedin**.

Even before you create your personal brand
You should know what people should know you for!!

Your Coding skills?
Your Humbleness?
Your sense of humour?
Your weight or your physical experience?
It could be anything

You should know your **target Audience say students, Software engineers, Hrs**

How to attract this target audience in my network?

For students, write about interview experiences, tech content.
For Software engineers, write about corporate culture (positive)
For HRs, write about showcasing your skills

Observe your Audience, On march Appraisal happens so lot of SE who are dissatisfied with their job come to Linkedin to switch their job, we can write regarding interview experiences, Job post etc etc. So we need to structure our content by observing our target audience.
On New year everybody is enjoying, celebrating Nobody will read your interview tips & tricks post.
If we put something like, we are celebrating this new year by learning JS, it might work.

Linkedin Tips & Tricks

1. No profile pic or bekaar/faltu Profile picture or they have a insta DP like profile pic on Linkedin.

2. Your bio should tell something about you to the people.

3. If you are dead on Linkedin means you are just reading the posts and close the app, Linkedin Algorithm will not promote you at all. Linkedin does not show dead people in its search result initial page. Linkedin Promotes the profiles which are active on Linkedin means you are posting or you are liking posts, sharing posts, commenting on posts. Linkedin gets to know that you are alive on the platform. There is some activity from your side. You comment on some post and your network gets

to see it.

4. How Linkedin Algorithm works?
   Suppose we create a post, First one hour tells how much reach our post will get.
   Algorithm is not written somewhere, its just experience of being in the platform.
   As soon as we post somehing on linkedin, it goes to most active people in your connections and they like it and it goes to their connections and cycle goes on and our post gets viral.
   But if you are a dead user, linkedin will not promote your post.

5. Don't push rubbish content on Linkedin. Write posts that we intended to help your network.

How your Linkedin Profile should look like??

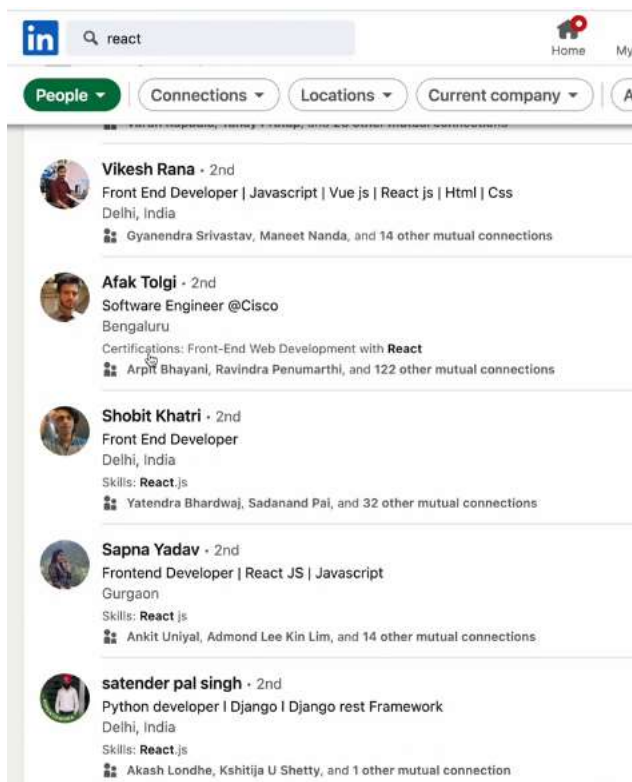Suppose 100 people search for you in a week. If you don't have a good profile picture they will go back, Good bright smiling profile picture.
Bio matters a lot, have a good bio
Your Featured Section should be good.
Your About section should showcase you pretty well.

If we search for "react" in search box, Linkedin gives us all people who have "react" somewhere in their profile.

Activities matter a lot

Be mindful of what you are liking, commenting on, reposting.
Some people only like controversial posts, comment on it, repost it. It degrads your personal brand.
When you have some followers, its your responsibility to show good things to your followers.

Text based posts > posts with image > Video without link (Not YT vide link, actual video) > PDFs

Putting URL inside post do not work well so always pin the URL in comments.
Linkedin do not want you to leave its website so putting URL inside post is not much supported by youtube.

Interview Tips & Tricks

Resume:

Whom do we make resume for??
For HRs, Company, Ourself??

There will be 3 types of people who will see your resume.
1. Recruiter
2. Technical Interviewers
3. Bots

Bots means ATS, Machines, Parsers.
If we design a bottle for a kid, we will design it in a different way.
If we design a bottle for office, we will design it in a different way.
If we design a bottle for Man, we will design it in a different way.

We cannot ignore bots, then comes HRs, then comes Interviewers
We need to impress the bot.

Every company uses an portal to get your resume. There are 1000 of people applying for same thing.
Bots find some keywords in your resume and this way compnay finds who is the best for them.
This system is called ATS. We need to make ATS-friendly resume.
99% times, ATS reject our resume in career portals.

Recruiter gets your resume and they keep track of your resume also for further opportunities.
Add keywords in your resume, Keep keywords in your resume.

HTML, CSS, JS, ReactJS, Frontend Development, Redux Toolkit, Jest, Testing etc can be some keywords in resume.

Give Proper Headings to your resume in proper format.
Write "skills" instead of "Efficient In"

Let us go to Recruiters.

Recruiters do not even look at your projects properly, They do not even know about any technical thing, they hardly give 4-5 seconds on an avergae to can resume.

In big companies if 100 people give interview, 2-3 get selected, There is a huge fight in market and for startups its 5%. To hire 1 guy they interview 50 people and they see 500 resumes to shortlist 50 people for interview.
They take very less time in your resume, they are not looking at your project description.
They see Skills
If you're a backend developer looking out for React developer job, first keyword in resume skills section should be "React"

Do not prepare your resume for what you are, prepare your resume for what you want to be.

People do not go to second page of goggle search result. Recruiter only see first 2-3 results so if they do not see React in first 2-3 keywords, they will leave your resume and move to next one.

Should we write number of experience in your resume??
No, they see your college graduation year or your first company joining year.
99.9% times recruiter do not know your college name so they do not focus much on it. They focus on your graduation year but if your have IIT, NIT tag they shortlist you. They get the benefit.

If you have a good GPA, should you write it in resume?
If its good (more than 8), write it, if its not, do not write it.
Don't put anything which can reduce your chances. Bad GPA do not say you are a bad developer but recruiters use this parameter.

Don't put fake Degree.
Don't fake false years in resume, if you have taken a don't hide it.
Don't lie in your resume

Make your resume for what recruiter is looking for.

Work Experience

They see number of experience in this section mostly.

Contact Information

Put your phone number (not whatsapp number) in resume which is a working phone number and an email id, Linkedin Profile.
Give recruiter all the options to connect with you.

Should we write Address in resume??
In older day, offer letter used to come by post but today it comes by emails, do not put your address. Address is required at time of joining for verification only. There is no use of address in resume more than this. Do not put your Pictures in resume. No need to put Date of birth, Gender, Marital status etc in resume.
10th and 12th marks are not that important. If they are good, put it. Putting graduation credentials is important.

Interviewers - 1:1 Interviews - Tech + Managers
There are 2 types of interviews.
Suppose Bot selected you, recuiter selected you
First type of interviewer is Technical people. What is technical interviewer is interested in??
They are concerned about your projects and skills. If you are experienced they see your current skills and projects, recent project.
If you have 5 Year of Experience, no need to put your college project in resume.

He has just one hour and he has to do everything within one hour.
He gives only 1-2 minutes in your resume.
Maximum 3-4 projects should be there in your resume.

As you become senior, keep updating your resume.
Put your recent project and challenging project.
Explain these projects in 3-4 lines and explain them nicely.
Put down good Technical keywords, jargons. How your write also matter.
I have developed a Youtube clone
I have developer a large scalable, fast loading, performant (used debounce on searching) video-streaming platform.
Deploy your project, give Github Link, Working Demo Link, Project live link
Say I have implemented caching using toolkit, Dark/light theme, used lazy loading.

Note your page loading time also using browser.
And tell them my app loads in this time, he will ask how??
Tell him then and speak what you are confident upon. Tell him I have applied lazy loading, suspense, Redux, Bundling the components, Talwind, code splitting, Debouncing etc etc.

I choose Tailwind.
He ask why you choose Tailwind??
Now Answer it, Tell him pros of it but also tells cons of it also. It shows that this guy knows pros and cons both.

You have used React-roter-dom, diffing algo, Microservice acrchitecture, config-driven UI, Reconciliation.

This will impress your technical interviewer.

How to impress your managers??
They check your communication skills.
Show your leadership skills. You have developed large scale project from scratch, prduction team, taken owenership, leadership,code quality, helped juniors in the team, project owner, you have collaborated with the team. Tell them everything about your personality.
If you are fresher do not worry about it, Your manager do not want these things from you then. Focus on technical skills.
Showcase that you are curious to learn, You have build projects, done leetcode, gone to hackathons.

What else to write in resume?
Do not put anything else, do not fill it un-necessarily.
Put Certifications
Put major achievements, do not put udemy certifiates (not for fresher) etc, write something which you are proud of and is relevant.
Put your Github Links, Live project links, Do not put Hobbies, Re-declaration details (I hereby delcare etc etc).

Not To DO

This industry do not have Nepotism, Sources, references…
Do not put "I'm referenced by this that"… in your resume.
This is not a sarkari naukri.

Do not pur Summary/Objective in your resume header. Nobody reads those lines.

What you have to not do:
- Hobbies
- Address
- Random Achievements
- Marital Status
- DOB and TOB
- Photos
- Declaration

Always make one-pager resume. People do not have time to read 10 pager resume
Focus on Important stuff, Do not put random stuff.

Sections of resume

1. Name, email, linkedin
2. Projects/Work Experience
3. Skills/College/School.
4. Achievements

Every word in your resume should have a meaning to it.

Let us talk about **Interviews**

Do not make your resume fancy, colourful. The more simple it is, The better it is.
Make a simple Black & white resume.
Don't put cursive fonts et etc.

Most asked quesiton in interviews and 99% people mess up in it.

Your Introduction

Prepare for it.
Be candid, do not learn it.
Don't start with your name "Hello, I am lokesh". if interviewer already has your resume, if you siiting in front of interviewer. If he is already addessing you by your name.

Introduce yourself in Top-down approach.
Start describing high level details about you and your projects.

For Experienced People
Hello,
Company/Work Experience
Team
Project (Describe in 2 lines)
If interviewer is not interuppting in between then keep on going to the depth.

Unfold the levels.

When interviewer is done listening he will automatically interuppt you and start asking questions.

Do not recite it as a news anchor.

You are talking so much about projects, he might ask you about your projects also and always prepare some Standard questions for your projects. Impact of project, Difficulties, Challenges, team collaboration.

If it's a HR interview, add more of Leadership aspect in it. If its technical make it technical.

It is upon you, how you want to introduce yourself

For Fesher

What company is expecting you to be??
Passion for learning, Curious, Making side projects, Freelancing, Exploring, I got highly interested in react and made certain projects. These are my projects.
Explored about Database etc etc but found interest in react.
I love JS and React now.

Introduction is great chance to be comfortable with the interviewer.

At the end, Ask Good Questions to your interviewer.
Don't ask for feedback
Use this time to know about team and company.
What project are your working on, what tech stack, which testing library, do you use redux, How development cycles work, do you do system design.
No random stuff/ General Question (what laptop will I get, How many holidays etc etc).

Before Interview Prepare your self, No new Concept/topic, Keep notebook and pen ready, Wifi Backup, Test the platform, External Mic, Camera On, Water bottle ready, Laptop charged already.

If something breaks up, Don't panic
Interviewer will not reject you on basis of this.
Give a interview with a smile on your face, Interviewer is also a human being.

Dress Decently, No Goggles, Caps, Printed T shirts etc etc.

How many tech rounds are there?
3-4 rounds.
We focus all our time on technical round, we ignore **Salary negotiation** round.
That 15 minutes of call will decide what you are going to earn for next couple of years.
And we do not prepare for salary negotation.

How much %age of time HR prepare for it?
100%, Its HR work to hire you in least salary possible.
There job is to get you onboard in least amount possible.

If I negotiate, HR will cancel your offer letter?
Nothing like that happens, they don't cancel your offer letter. It might happen that it exceed their budget.

There is always a scope of increment in First numbers HR puts in front of you.
It is upto you, If you can get it or not.

First offer is not the final offer.

If you are underpaid, its your fault. Think about your family.
Have confidence in yourself
There is never a fixed CTC, there is always a rang, go highest that range.

Check how much company is paying for that role on internet, Then think what company is offering you and do negotiation.
Always have a number in your head before going in this round.

If your deserve it, don't shy away for asking for it.

If she says it exceeds our range. Ask, What is the range you are looking out for??
You have cleard all rounds in your interview so its ok to ask for good salary.

Salary negotitation is not un-professional, you are charging them for your time.

Give them a proper higher number based on your research.
Don't give them a range, they will always give you lower band then.
HR says "Can't give more than 30% of your previous CTC". Its bullshit, Nothing like that happens.
Don't talk in percentage, Talk in numbers.
Very less people reach salary nego round so they will not cancel your offer letter.
Whatever written in Offer letter is source of truth. Don't fall for what will happen in future.
Esops are not part of your salary.
You can trade your stocks but Esops can be used as bonus but always negotiate on base salary.
Esops come with lot of T&C so focus on Base, actual money hitting your account every month.
"I am expecting 15LPA as base"
Don't sound Nervous.
Say directly.

Come to a middle ground which suits you and company both..

Company earns in crore, they can easily pay some lakhs to you. Don't hesitate if you deserve it. If you have current CTC of 4LPA, You want 10LPA, HR offer 8LPA then its good to be sticked with 10LPA. No company rejects candidate based on 2-3 lakh rupees.
If you say "I am rejecting the offer letter" HR have to again perform whole interview process so they will not need you to reject the offer.
Companies don't reject you for these small things.

If you are reducing your notice period, ask for joining bonus to new company.
They will give you.