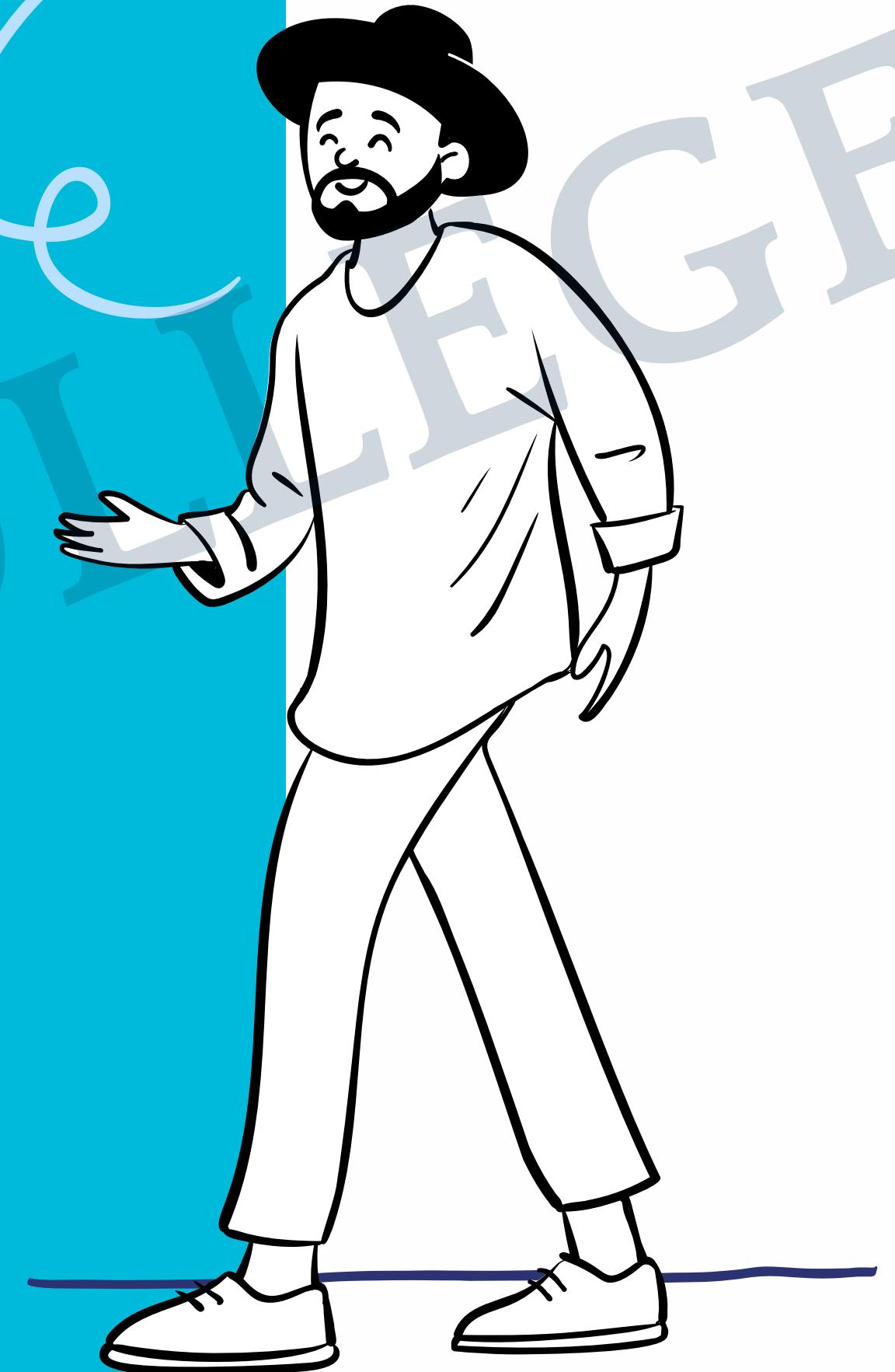


# How LinkedIn can help you grow?

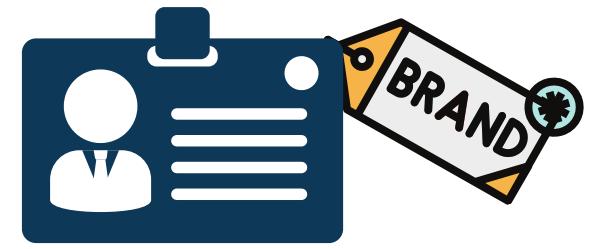
by Aman Dhattarwal



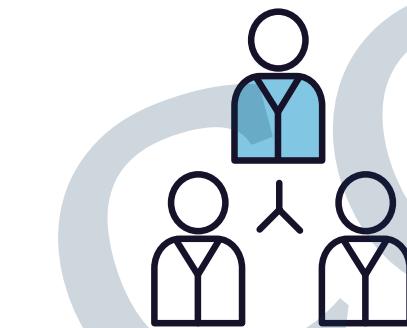
isuhankhatri@gmail.com



It helps us build our  
Personal Branding



It helps us build our network.  
Right connections/posts can  
teach us a lot about our  
career/industry/opportunities



It helps you tell the story of  
your career journey.



# It's all about Personal Branding



01

The LinkedIn profile page is the foundation for your personal branding

02

When we neglect personal branding, we don't just sell ourselves short – we also miss a big opportunity from a marketing perspective

03

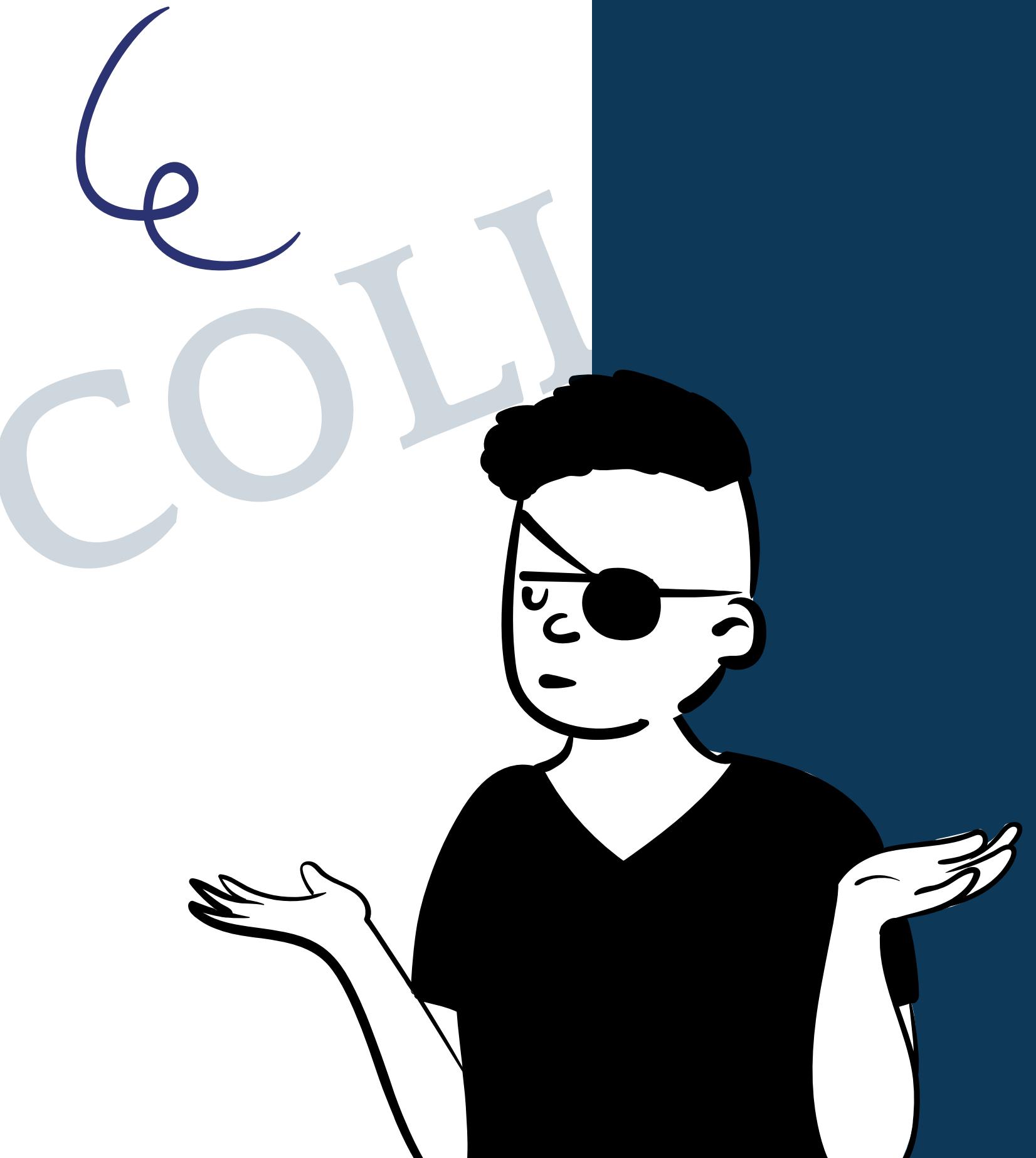
The impact of employees who share content is huge. And the most effective employee sharers are those who've built their personal brand on LinkedIn.

isuhankhatri@gmail.com

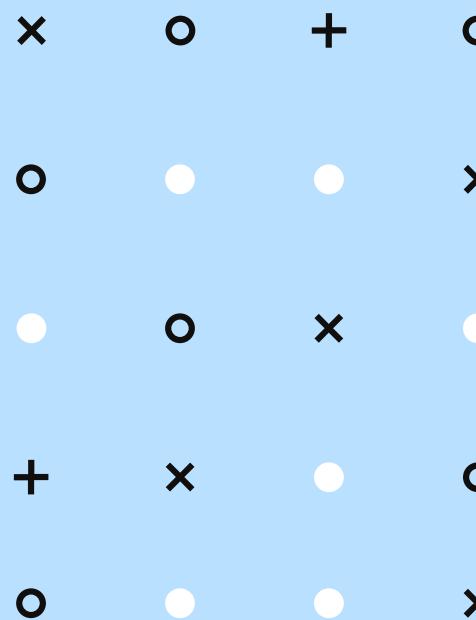
# What is Personal Branding?

Personal branding is what other people think of you when you are not in the room.

At online platforms, it is what people think of you when they see your profile for the first time.



# Initial steps



## Step 1

Login & Setup your LinkedIn Profile

## Step 2

Set the privacy & account settings as per your convenience.

## Step 3

Complete your profile information - Education/Skills etc

AMAN DHATTARWAL

Young TEDx speaker and #1 Online JEE Educator | Founder of 5 YouTube Channels with 2.5 million young hustlers.

South Delhi, Delhi, India · [500+ connections](#) · [Contact info](#)

Add profile section ▾ More...

Netaji Subhas Institute of Technology



# Showcase who you are

## Videos

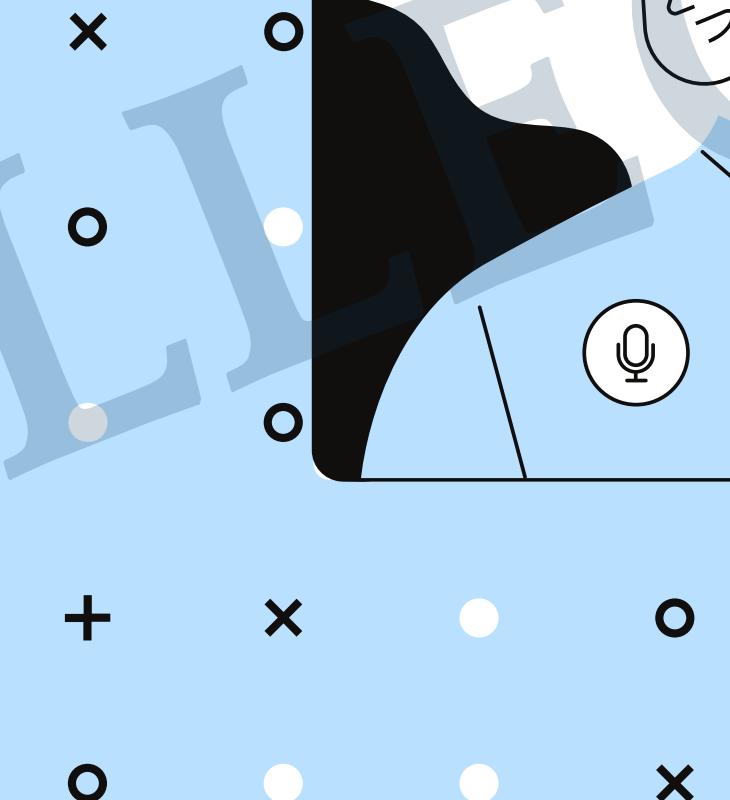
You can share/create educational videos.

## Blogs

You can share/create interesting blog about recent technologies, a project you are working on etc

## Projects

Any project you are working on



isuhankhatri@gmail.com

# Story+Feel

## Your Profile should tell your story

Telling story is the best way to connect to someone. They always stick longer in our memory.

## Its about how you make them feel

Your posts should help your connections grow. They will always remember how you made them feel.



# Uncover your Brand

ask others to contribute to your brand

x o +  
o . x  
o x .  
+ x .  
o .



05

## Ask your team members

What words would you use to describe the work I do ?

## Ask your mentor/manager

What are the top 2-3 words describe the experience I created for you?

## Ask your friends

What can you count on me for

isuhankhatri@gmail.com

isuhankhatri@gmail.com

# PROFILE PICTURE



36X more messages  
12 times more visibility

- ◁◁◁ Profile pic should not be blank
- ◁◁◁ Simple plain /blurred background
- ◁◁◁ Do not add group pic/ pets in the Profile picture
- ◁◁◁ Avoid headphones/shades
- ◁◁◁ A nice smile is all you need



# LinkedIn Headline

- Should be unique/customised
  - Add industry keywords
  - Should define your role



# Before Internship Examples

- BITS Pilani, Software Engineer in making
- IIT Madras, Coding/Development Enthusiast
- Engineering student, SIH(Smart India Hackathon) Runner Up
- Java DSA, 5 Times Hackathon Winner, B-tech student
- 9+CGPA / Java / Data Structures & Algorithms / student at xyz
- 3 Star Coder/Rating at Codechef/ HackerRank/ HackerEarth/ LeetCode/ Codeforces
- Aspiring software engineer seeking an Internship

- **Adobe Intern, BITS Pilani, Software Engineer in making**
- **ABC Intern, IIT Madras, Coding/Development Enthusiast**
- **Intern at Uber, Engineering student, SIH(Smart India Hackathon) Runner Up**
- **Ex-Intern at Accenture, Java DSA, 5 Times Hackathon Winner, B-tech student**
- **Upcoming Intern at ABC, 9+CGPA / Java / Data Structures & Algorithms / student at xyz**
- **ReactJS Developer, Aspiring software engineer seeking an Internship**

**Correct**

**Software Developer, Adobe**

**Incorrect**

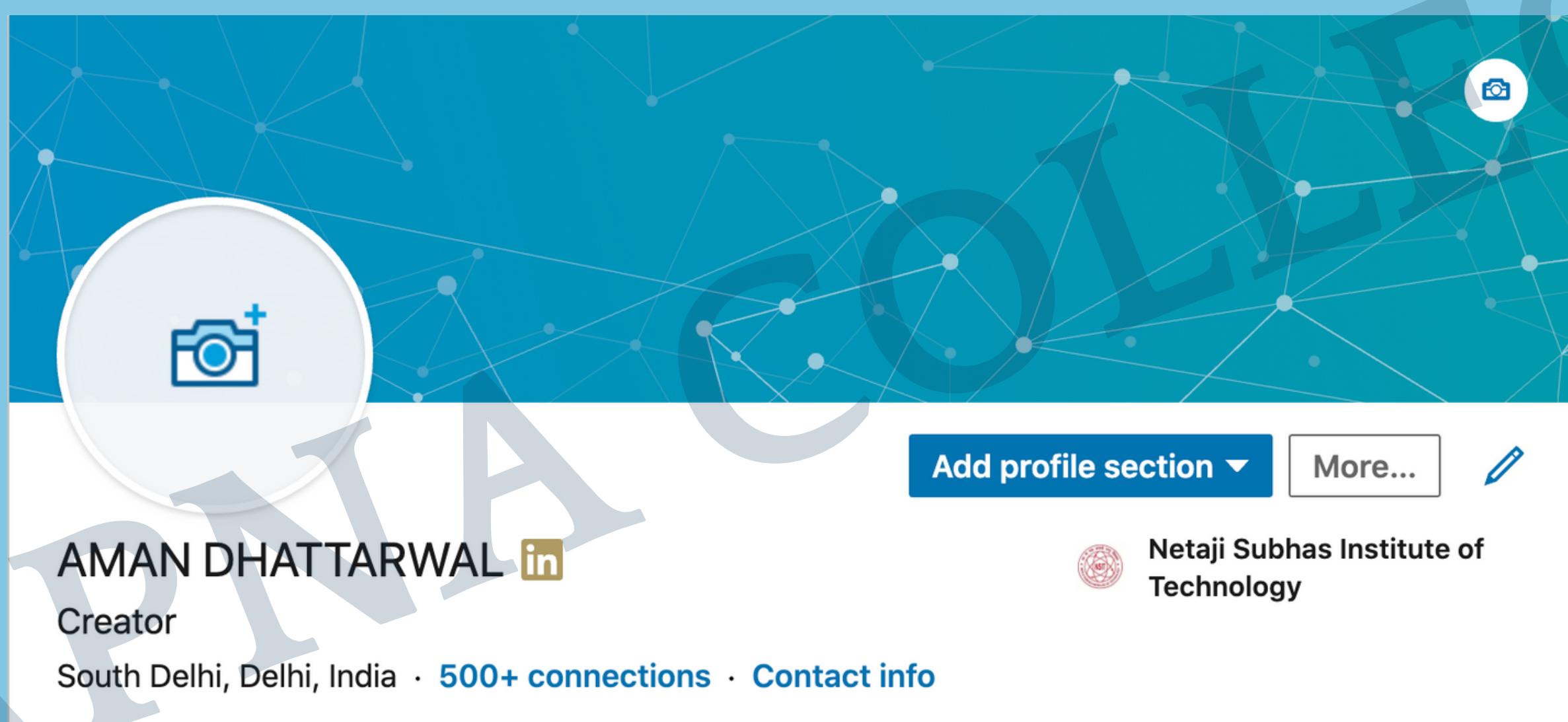
**Love Coding  
Adobe**

**APNA COLLEGE**

isuhankhatri@gmail.com

Let's learn from an example-

Noob



isuhanikhatri@gmail.com

isuhankhatri@gmail.com

Amateur

**Aman Dhattarwal**

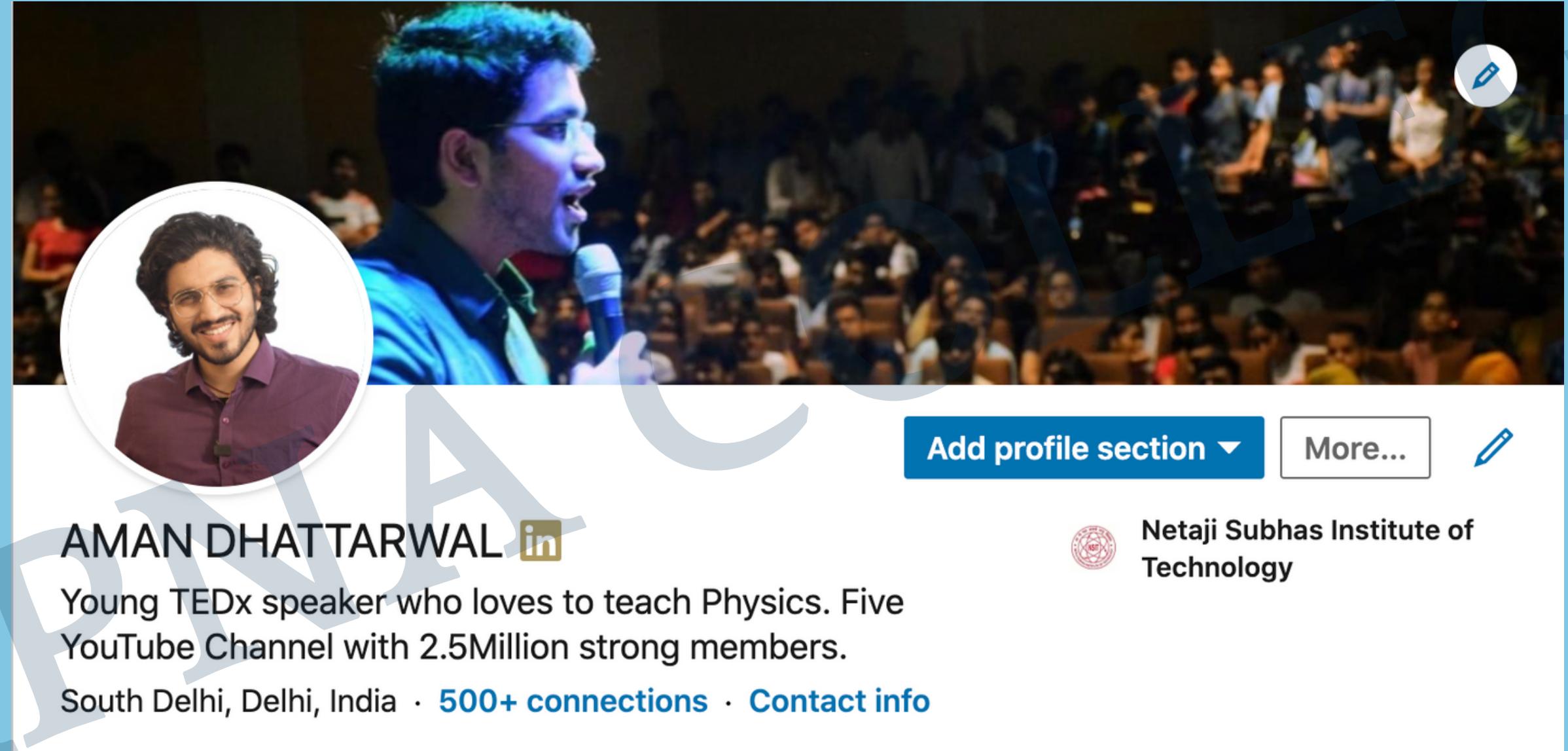
Add profile section ▾ More...

**AMAN DHATTARWAL**

YouTube (2M+), TedX Speaker, Founder of Apni Kaksha, #1  
IIT JEE Educator at Unacademy Coordinator at JaipurFootUSA

Netaji Subhas Institute of Technology

Good



A LinkedIn profile page for Aman Dhattarwal. The profile picture shows him speaking into a microphone at a TEDx event. Below the picture is his name, "AMAN DHATTARWAL", followed by a LinkedIn icon. His bio states: "Young TEDx speaker who loves to teach Physics. Five YouTube Channel with 2.5Million strong members." It also mentions "South Delhi, Delhi, India · 500+ connections · Contact info". On the right side of the profile, there are buttons for "Add profile section ▾", "More...", and a pencil icon for editing. The background of the page features a large watermark reading "A P P R A C O U L A G E".

AMAN DHATTARWAL 

Young TEDx speaker who loves to teach Physics. Five YouTube Channel with 2.5Million strong members.

South Delhi, Delhi, India · 500+ connections · Contact info

Add profile section ▾ More... 

 Netaji Subhas Institute of Technology

isuhankhatri@gmail.com

isuhani.khatri@gmail.com

Pro

AMAN DHATTARWAL 

Young TEDx speaker and #1 Online JEE Educator | Founder  
of 5 YouTube Channels with 2.5 million young hustlers.

South Delhi, Delhi, India · [500+ connections](#) · [Contact info](#)

 [Netaji Subhas Institute of Technology](#)

isuhankhatri@gmail.com



A circular inset portrait of Aman Dhattarwal is positioned on the left side of his LinkedIn profile. He is wearing glasses and a purple shirt, smiling. The background of the main profile area is a photograph of him with his right arm raised, smiling, in front of a large, cheering crowd at what appears to be a TEDx event.

**AMAN DHATTARWAL**

Founder of ApniKaksha & Apna College | 20 times TEDx Speaker | 8 Million+ strong family | 99 Seminars | Learner and Physics Teacher

South Delhi, Delhi, India · [Contact info](#)

217,703 followers · 500+ connections

# **"About" Section**

APNA.COM  
CHANGE

the "About" section  
of LinkedIn

isuhankhatri@gmail.com

1. Your years of experience in your current field
2. A list of your hard skills, tools you've used, programming frameworks, etc.
3. Your current job title
4. What you've excelled at, any relevant accomplishments
5. What you're passionate about
6. What kind of role you're looking for (if you're openly looking for a new job, of course)

## Do's

- Mention numbers, facts, be specific
- Insert bullet points wherever you can, structured
- Sum it up in 3-5 paragraphs

## Don't

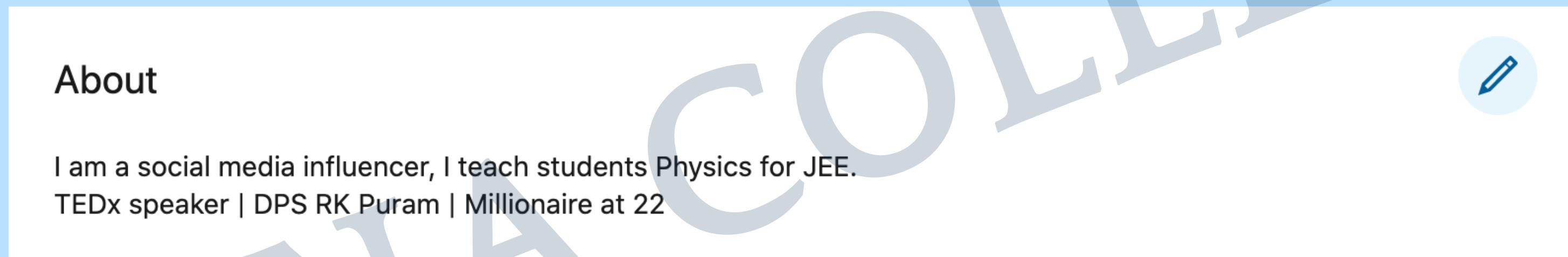
- Very long paragraphs about your life journey, education and experience etc
- Very short 1-2 lines
- Generic copy paste lines

# For example:

Amateur Profile Summary : 1/5

About

I am a social media influencer, I teach students Physics for JEE.  
TEDx speaker | DPS RK Puram | Millionaire at 22



isuhankhatri@gmail.com

Okay

## About

I help students across India find their right career path. I have been a guest speaker at 22 Colleges including Top IITs, BITS Pilani, IIIT's, NIT's, SRCC, Jadavpur University etc.

I am the #1 Educator of JEE on India's biggest online platform and I believe that everyone has the right to quality education and with the help of my social media platforms, I have helped millions of students find their path to success in the last 5 years.

In the next few decades, India will rise as the leader of the world with the maximum young workforce, but for this, we need some good pilots who can take us through this.

I help these young hustlers find their true potential so that they can fly us to victory.

isuhankhatri@gmail.com

# Good

isuhankhatri@gmail.com

## About

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When I am not working I usually spend my time playing with my pet dog 'Dobby'.

# Alphait

## About

Teacher by Choice and Entrepreneur by Chance.

Last 7 years have given us love from 8 Million+ students on our YouTube Channels. Any student can watch & learn from our lectures. Have got the opportunity to be a Guest Speaker in 99 of India's Top Colleges/Universities like IIT Delhi, IIT Bombay, DU, BITS Pilani, Jadavpur and many more.

Apna College is now India's fastest growing channel for College students who love coding.  
We love to teach and help students across India find their right career path.

In the next few decades, India will rise as the leader of the world with the maximum young workforce, but for this, we need some good pilots who can take us through this.

I help these young hustlers find their true potential so that they can fly India to victory.

Along with this love for animals & learning is constant.

isuhankhatri@gmail.com

## Case Study : Front End Developer

### About

To work in a competitive and challenging environment where I would get ample opportunities to utilize my skills and there by enhance them up to the extent so that I can endure in competitive world and achieve high career growth through continuous process of learning and become a successful professional.

# Case Study : Front End Developer

## About

I enjoy building awesome software that solves practical problems. I work with Figma, HTML5, CSS3, JavaScript, React, Bootstrap etc.  
And I also have an interest in Blockchain and web 3.0!

# Case Study : Front End Developer

## About

I am experienced in Flutter for developing hybrid Mobile Application(1 internship at Ercess Incorpation.).

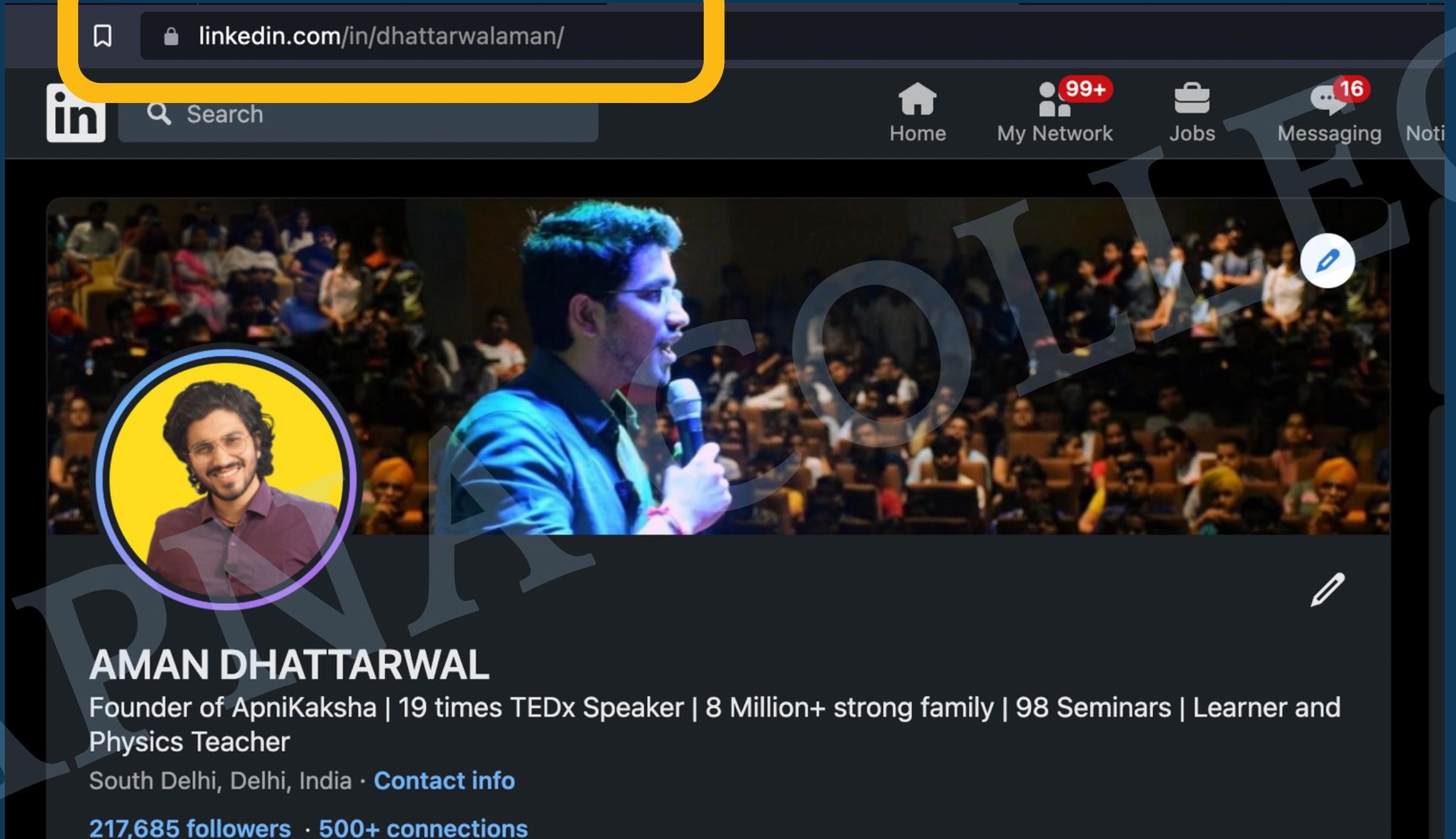
I have worked on Frontend technologies(HTML5, CSS3, BootStraps, Javascript, and other JS libraries) and Backend technologies(JSP and Servlet) for almost a year and had done several projects.

I have a Gold badge for Java on HackerRank.

Skillful in C , Java and Data Structure with hands on experience on web development tools.

Aspiring for a challenging career in Software Development as to use my learned skills and experience for best results.

isuhankhatri@gmail.com



The image shows a LinkedIn profile page for Aman Dhattarwal. At the top, the URL [linkedin.com/in/dhattarwalaman/](https://linkedin.com/in/dhattarwalaman/) is highlighted with a yellow box. The LinkedIn header includes the 'in' logo, a search bar, and navigation links for Home, My Network (with 99+ connections), Jobs, Messaging (with 16 notifications), and Notifications. Below the header is a large profile picture of Aman Dhattarwal speaking into a microphone at a TEDx event. To the left of the main profile picture is a circular thumbnail of Aman with a yellow background. The profile section features the name 'AMAN DHATTARWAL' in bold capital letters, followed by the title 'Founder of ApniKaksha | 19 times TEDx Speaker | 8 Million+ strong family | 98 Seminars | Learner and Physics Teacher'. It also lists 'South Delhi, Delhi, India · Contact info' and follower statistics: '217,685 followers · 500+ connections'. There are edit icons in the top right corner of the profile section.

- Go to your profile
- At the top right of your profile page click “Edit public profile & URL”
- Again at the top right of the page now click the edit pen image button
- Fill in “[First Name] + [Last Name]”, like in the example above

# Keywords are the Key

Coder  
Developer  
Eat sleep code  
Software Engineer



Full Stack Developer  
Front End Developer  
Back End Developer  
Android Developer

MERN, Full Stack Developer  
MongoDB, Express JS, React JS, Node JS  
  
Flutter Developer  
Android Developer, Java  
Android Developer, Kotlin



isuhankhatri@gmail.com

isuhankhatri@gmail.com

← Experience

◇ +

 **Founder**  
Apna College · Full-time  
Aug 2020 - Present · 2 yrs 9 mos

Founder of Apna College  
- Internship/Placement Preparation  
- More than 35,40,000+ students  
- Fastest growing coding community of College students  
- Want to build a platform which values skills over degree.

 Apna College

 **Founder**  
Apni Kaksha · Full-time  
Jun 2019 - Present · 3 yrs 11 mos  
New Delhi, Delhi, India

- IIT JEE/NEET & CUET preparation  
- More than 16,00,000+ subscribers and one of the fastest-growing educational channel.  
- I wanted to make a platform where I could bring top faculties and subject experts and provide quality to free education across India.

 Apni Kaksha

isuhani.khatri@gmail.com



### Aman Dhatarwal

YouTube · Self-employed

Apr 2015 - Present · 8 yrs 1 mo

- 4+ Million Subscribers
- This is where my journey started, back in 2015 I decided to start my YouTube channel where I wanted to guide and teach students for their Class 12 Board Examinations. It has been an amazing journey since then and I got the opportunity to get in touch with millions of students.
- Today it is one of the top Educational Channel on social media run by a single creator.
- More than 400 videos have been uploaded on this channel till now.



### #1 IIT JEE Faculty at Unacademy

Unacademy · Contract

Jun 2019 - Mar 2021 · 1 yr 10 mos

New Delhi, Delhi, India

- I was the #1 Top Educator for IIT JEE on India's leading online educational platform.
- I help students fall in love with Physics and at the same time secure a good college and rank for their Btech.
- I have set a record of the maximum number of students attending a LIVE Class with more than 364K likes in a single class.
- Maximum number of followers in JEE Category on Unacademy (2,00,000+)
- Highest watch time

# Referral



 **Shradha Khapra** • 3:52 AM  
Hi [REDACTED]  
I am a 4th year Computer Engineering student. I have been an intern twice at Microsoft & currently hold a full time offer.  
I am keen on applying to Facebook for engineering roles.  
It'd be happy to share my resume with you, if you could give me a referral or connect me to a recruiter!

[REDACTED] • 3:53 AM  
send me the resume

 **Shradha Khapra** • 7:41 AM  
Sure

 **Resume\_Shradha\_Khapra.pdf**  
90 KB  
AUG 31, 2020

 **Shradha Khapra** • 8:24 AM  
I have also sent you an email with my resume, in case you miss out on the message.

[REDACTED] • SEP 2, 2020  
9:37 PM  
done, you will get a mail. fill out the positions for which you want to apply

isuhankhatri@gmail.com

**Referral**  
Linkedin

Seniors/ Alumni

Random People

"If you have an **impressive** profile(resume), you get a referral"



increase chances exponentially

APNA COLLEGE

isuhankhatri@gmail.com

# How to increase chances of Referrals?

Strong Profile (**MUST**) but how to prove?

Win Contests -> Get Ranks

Win Hackathons

Do Great/ unique projects

Do good prior internships (for full-time)

Think - **Would you bet on yourself?**

# Recommendations

## From College Seniors/ Professors

ABC is a hardworking person with a great technical acumen. He is well versed with fundamentals of computer science as well as has a knack for exploring newer technologies. I have seen him devoting his 100% to all the projects that he undertook and his work speaks for itself.

## From Managers/Mentors

XYZ is a highly reliable and hard working person. He takes charge of things and has a very strong gets things done attitude. As a result of his presence in the organization efficiency in many operations increased manyfold. I wish him all the best for all his future endeavors.