

How LinkedIn can help you grow?

by Aman Dhattarwal





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.

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





Showcase who you are



Videos

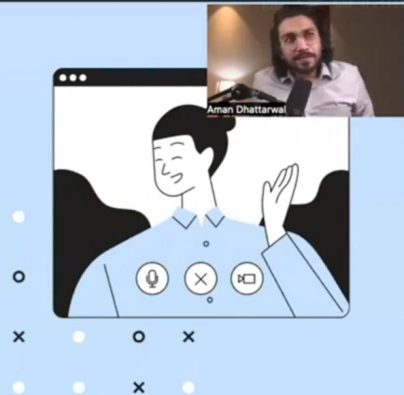
You can share/create educational videos.

Blogs

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

Projects

Any project you are working on



Story+Feel

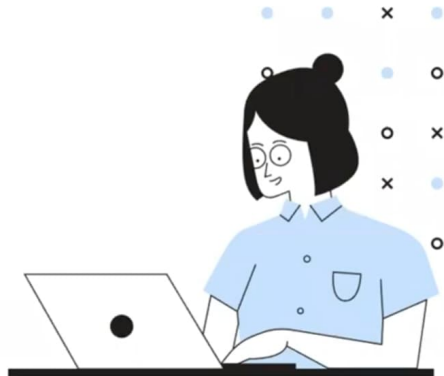


Your Profile should tell your story

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.





Aman Dhattarwal



Uncover your Brand

ask others to contribute to your brand



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

▶▶▶ 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



36X more messages
12 times more visibility

PROFILE PICTURE



LinkedIn Headline

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



Correct

Software Developer, Adobe

Incorrect

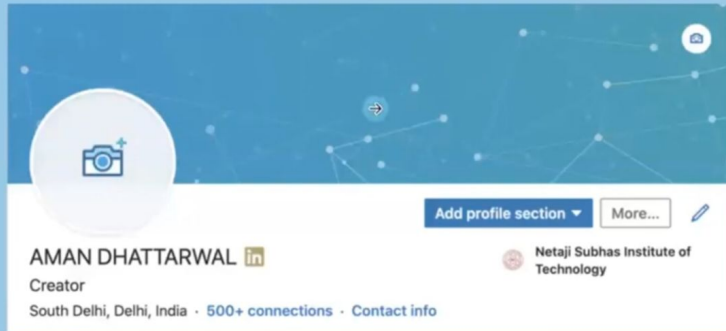
Love Coding
Adobe



Aman Dhattarwal

Lets learn from an example-

Nube



Amateur



A screenshot of a Facebook profile page for Aman Dhattarwal. The profile picture shows a man with glasses and a blue shirt speaking into a microphone. The cover photo is a scenic view of a lake and mountains. The name 'Aman Dhattarwal' is written in a large, stylized font. Below the name, there are buttons for 'Add profile section' and 'More...'. The bio section lists his achievements: 'AMAN DHATTARWAL', 'YouTube (2M+), TedX Speaker, Founder of Apni Kaksha, #1 IIT JEE Educator at Unacademy Coordinator at JaipurFootUSA'. There is also a link to 'Netaji Subhas Institute of Technology'.

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



Add profile section ▾

More...

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](#)

Netaji Subhas Institute of Technology



Amateur



A screenshot of a Facebook profile for Aman Dhattarwal. The profile picture shows a man with glasses and a blue shirt speaking into a microphone. The cover photo is a scenic view of a lake with mountains in the background. The name 'Aman Dhattarwal' is written in a large, white, cursive font. Below the name, there are buttons for 'Add profile section' and 'More...'. The bio section includes the text 'AMAN DHATTARWAL' followed by a LinkedIn icon, and a list of achievements: 'YouTube (2M+), TedX Speaker, Founder of Apni Kaksha, #1 IIT JEE Educator at Unacademy Coordinator at JaipurFootUSA'. To the right of the bio, there is a small circular icon and the text 'Netaji Subhas Institute of Technology'.

AMAN DHATTARWAL 

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

 Netaji Subhas Institute of
Technology



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](#)

[Add profile section](#) [More...](#) 

 [Netaji Subhas Institute of Technology](#)





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



Profile Summary

the "**About**" section
of LinkedIn



Aman Dhattarwal

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.

Experience



Founder

Apna College · Full-time

Aug 2020 - Present - 2 yrs 2 mos

of Apna College
Education & Coding

[see more](#)

Apna College



Aman Dhattarwal



reunited

Apni Kaksha - Full-time

Soham Sadhuk...

Messaging

22



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/➔

About



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



Okay

About



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



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.



Aman Dhatarwal

Good

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.

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.



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.



Aman Dhatarwal

Case Study : Front End Developer

About

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

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.

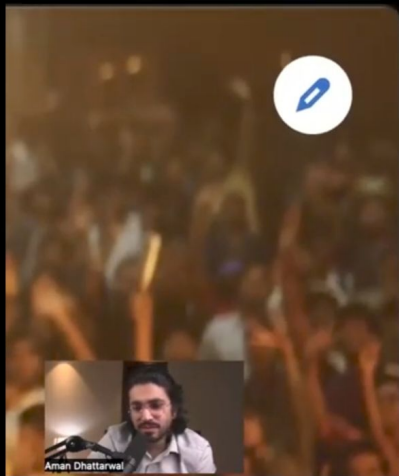
I have a Gold badge for Java on HackerRank.

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.



Aman Dhatarwal



https://www.linkedin.com/public-profile/settings?trk=d_flagship3_profile_self_view_public_profile

Edit public profile & URL

Add profile in another language

People also viewed



Akshay Saini • 2nd

- 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



College Name

Company Name

Skill Keyword



Aman Dhattarwal

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
MonogDB, Express JS, React JS, Node JS

Flutter Developer
Android Developer, Java
Android Developer, Kotlin



A screenshot of a Zoom meeting. The main window shows a man with a beard and long hair, wearing a light blue shirt, speaking. Below his video, his name "Aman Dhatarwal" is displayed. To the left of his name is a white plus sign icon, and to the right is a white pencil icon. In the bottom right corner, there is a small circular thumbnail of a woman with blonde hair. The top right corner shows a small portion of another video feed.

Post

#Seminar99 Jalandhar Punjab
❤️ ...



101 comments

64 comments

Har Ghar Shiksha 🇮🇳
I hope you all do so good in lif...



117 comments

AMAN DHATTARWAL | LinkedIn

Edit My Public Profile | LinkedIn


linkedin.com/in/dhattarwalaman/

Start

Activity

217,783 followers

AMAN DHATTARWAL posted this • 1w




A perfect strike on goal paves the way for success.

#छु_लो_आसमान

9,289

97 comments

AMAN DHATTARWAL posted this • 2w



#Seminar99 Jalandhar Punjab ❤️

This is the energy of Young India 🇮🇳


It was amazing to meet you all.

7,396

64 comments • 15 shares

...show more


AMAN DHATTARWAL posted this • 2w



He was very kind to drop me to the Indore Airport and on our way we found we have much more in common than just our outfits.

- We both prepared for UPSC

...show more

 Sohan

https://www.linkedin.com/feed/update/urn:li:activity:6970403257084993536?updateEntityUrn=urn%3A%3Afs_updateV2%3A%28urn%3A%3Aactivity%3A6970403257084993536%2CFEED_DETAIL%2CEMPTY%2CDEFAULT%2Cfalse%29

Show all activity →

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/Unive ...see more



Experience



Founder

Apna College · Full-time

Aug 2020 - Present · 2 yrs 2 mos

Founder of Apna College
- College Education & Coding

...see more



Apna College



Founder

Notify network

Turn on to notify your network of key profile changes (such as new job) and work anniversaries. Updates can take up to 2 hours. Learn more about [sharing profile changes](#).

Off



* Indicates required

Title*


Founder

Employment type

Full-time

Learn more about [employment types](#).

Company name*

 Apna College

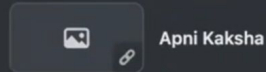
Location

Ex: London, United Kingdom



I am currently working in this role

- Founder of Apni Kaksha.
- More than 15,00,000+ 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.



Founder

Hustlers Bay · Full-time

Dec 2020 - Present · 1 yr 10 mos

- Most Subscribed Ed Tech Channel. 1,50,000 Subscribers joined on Launch Day
- Discusses the honest journey of successful individuals.
- Podcasts with top influencers.
- Insights by Aman Dhatarwal



Coordinator

Jaipur Foot USA · Self-employed

Jun 2019 - Present · 3 yrs 4 mos

New York, United States

- I am a coordinator at Jaipur Foot USA which is the worlds biggest NGO for disabled people.
- It helps these individuals get back their old life by providing them with new artificial body parts.



Soham Sadhvi

Show all 6 experiences →



Education



[Netaji Subhas Institute of Technology](#)

Bachelor of Engineering - BE, Information Technology

2015 - 2019

I spent the best 4 years at this college. It helped me explore my potential, thanks to the lenient curriculum and no hard attendance rules that I got ample time to dive into new domains and try new ventures.



Delhi Public School - R. K. Puram

High School

2013 - 2014

Grade: CBSE 12th - 95%

I shifted to DPS R.K.P in my Class 11th and Class 12th to save travelling time as it was at walking distance from my home.



Delhi Public School, Vasant Kunj

2010 - 2013

Grade: CBSE 7th-10th (10CGPA)

Browser tabs: (99+) AMAN DHATTARWAL | LinkedIn, Edit My Public Profile | LinkedIn

Address bar: linkedin.com/in/dhattarwalaman/

Grade: CBSE 7th-10th (100%)

I shifted to DPS Vasant Kunj in Class 7th for a better study environment and because my younger brother was also in the same school.

Video thumbnail: Aman Dhattarwal

Skills

Take skill quiz



Public Speaking



Endorsed by Nishant Gupta and 4 others who are highly skilled at this



Endorsed by 16 colleagues at YouTube



99+ endorsements

Educator



99+ endorsements

Video Production



Endorsed by 9 colleagues at YouTube



99+ endorsements

in

(99+) Skills | AMAN DHATTARWAL

Edit My Public Profile | LinkedIn

◀ ▶ ↺

🔒

🔗

🔍

🏠

👤

📁

📱


☰

🔍 Search

Home


My Network

Jobs



AMAN DHATTARWAL

Founder of ApniKaksha & Apna College | 20 times TEDx Speaker | Learner & Physics Teacher | 80,00,000+ students ❤️ | 99 times ...



Aman Dhattarwal

👤 99+ endorsements

Marketing



👤 84 endorsements

C++



👤 90 endorsements

C (Programming Language)



👤 61 endorsements

HTML



👤 48 endorsements



Neil Sancheti

SCHAEFFLER INTERN
CO-FOUNDER MOTOMEMORIES

neilsancheti1@gmail.com



Neil Sancheti · 1st

Software Developer | MotoMemories

Pune, Maharashtra, India · [Contact info](#)

249 followers · [242 connections](#)



2 mutual connections: Saket Sabane and Virendra Singh

[Message](#)

[More](#)



Moto Memories



Symbiosis Institute of
Technology

Featured

LinkedIn interface showing a profile for Neil Sancheti and a modal for requesting a recommendation.

Profile: Neil Sancheti · 1st Software Developer | M Pune Maharashtra India · 249 followers · 242 connections · 2 mutual connections

Modal: Ask Neil to recommend you

Help us personalize your request

Neil Sancheti · 1st

* Indicates required

How do you know Neil?

Relationship*
Please select

Position at the time*
Please select

Include a personalized message*

Hi Neil, would you write me a recommendation please?

52/3,000

Send

Background video: Aman Dhatarwal

LinkedIn interface showing a profile of Neil Sancheti and a modal for requesting a recommendation.

Neil Sancheti • 1st
Software Developer | M...
Pune, Maharashtra, India
249 followers • 242 connections
2 mutual connections

Featured

Post

Neil Rahul Sancheti
Introduction to Web Writing Series

Ask Neil to recommend you

Help us personalize your request

Neil Sancheti • 1st

* Indicates required

How do you know Neil?

Relationship*
Please select

Position at the time*
Please select

Include a personalized message*

Hi Neil, would you write me a recommendation please?

52/3,000

Send

Aman Dhatarwal

hamanage • 2nd
MSc in Construction
est @University of...

connect

shpande • 2nd
cter Animation Student

connect

Arsipathi • 3rd
DA Engineer at Emptoris

connect

Singh Rathod • 3rd
Operations & Production
arPQ Media

connect

ow more

y know

Chadha
Developer | VTC34

Connect

Pawan Gupta

Soham Sadhuk... X

Messaging 1

