



# DREAMWORK

## Tip from the recruiter



**MATS KULLENBERG**

**CEO & FOUNDER**



## My journey

- ▲ Entrepreneur
- ▲ Over 20 years of experience from the recruitment industry
- ▲ Navy/officer

LinkedIn profile

<https://se.linkedin.com/in/matskullenberg>



## Personal brand

Personal branding is essentially the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group or organization

*Wikipedia*



## Personal brand

7 things you can do to build an awesome personal brand

- ▲ Start thinking of yourself as a brand
- ▲ Audit your online presence
- ▲ Secure a personal website
- ▲ Find ways to produce value
- ▲ Be purposeful in what you share
- ▲ Associate with other strong brands
- ▲ Reinvent



Build your  
personal brand  
on **LinkedIn**.

## Tip & trix

In today's working world, your professional online brand is key. LinkedIn can help you build one. Here's how.

- ▲ **Be authentic** – The best online identities are real, honest, and focus on what makes you unique and what you can offer. Personal branding is not about sales or spin.
- ▲ **Create a distinctive profile headline** – Your LinkedIn headline is the first description that people will see. Make it count. Good headlines are clear, confident, and use terms people search for.
- ▲ **Avoid clichés** – Words like “creative,” “extensive experience,” and “team player” appear on so many profiles that they're almost meaningless. Find unique ways to describe your skills.



## Tip & trix

- ▲ **Be visible** – Stand out by updating your status with projects you're working on, stuff you're reading (and your opinions on them), and events you're attending. Your brand is not just who you are; it's what you do.
- ▲ **Build brand associations** – You're judged by the company you keep. By building your LinkedIn network, you're building your personal brand. Connect with colleagues, classmates, and others.
- ▲ **Add to your knowledge** – Differentiate yourself by knowing your industry deeply. Read up on topics you care about (as a start, check out [LinkedIn Today](#), [Channels](#), and [Influencers](#)).
- ▲ **Share in LinkedIn Groups** – Every Group post you make and question you answer is an opportunity to market yourself and to build your credibility. Groups are also a great way to learn industry lingo.



## Tip & trix

- ▲ **Be personal** – Customize connection requests or any other message on LinkedIn to your recipient. People will appreciate the personal attention.
- ▲ **Be consistent** – Make sure all the pieces of your professional footprint are consistent and send the same message — from your LinkedIn profile to your resume to other social networks.
- ▲ **Give generously** – Helping others is a crucial way to build your own personal brand. Give advice, share job leads, provide endorsements, and congratulate people on their successes.

Get going at [www.linkedin.com](http://www.linkedin.com)





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Good luck!



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