



## Personal Branding & Positioning Using LinkedIn With Dr Hannah Roberts (she/her)

“As early as possible in your career, create your own personal brand because your success depends upon your ability to influence.” – Dr Hannah Roberts

### **1 Set your intentions**

Choose from one of the following three strategies:

1. Job opportunities
2. Collaboration opportunities
3. Increased impact/visibility

Remember this is a strategy for now, as your circumstances change your strategy will alter too.

### **2 Baseline Statistics**

1. Click on the LinkedIn app
2. Go to your picture in the top left corner
3. Tap on it to view profile
4. Scroll down to under your headline or the activity section
5. Record the number of followers or connections

This number will become your baseline statistic. It is great practice to record how your network increases on a monthly basis.

### **3 Your Ideal Person**

To expand your network full of ideal people we first need to define that person. Depending upon your strategy, we are going to be creating an ideal employer (the person who will become your manager), collaborator (either in academia or beyond academia) or stakeholder of your work avatar.

Lots of people feel resistance to this and that's okay, it's perfectly normal. This exercise makes all the difference to the way you network and engage on LinkedIn. If you try to talk to a whole group of people, you end up talking to no one. Speak to a





single person and it will resonate with more people. By developing an ideal person avatar and then writing content for that person, it is much more likely to connect on a human level and attract the right people.

If it helps, think of them as a fictional character.

This depth of understanding is what makes the difference when it comes to building your network and harnessing it into opportunities.

Your ideal person avatar is a single person. They don't have to actually exist. Think of it as beginning to create a fictional character like you would if you were writing a novel. Answer the following questions with this one person in mind:

Name

Age

Education

Career/Job Title

#### **4 Your Headline**

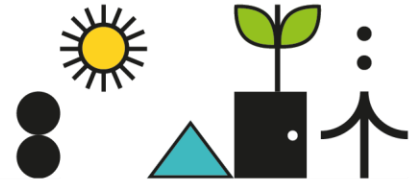
Your headline is so important because it follows you around LinkedIn wherever you go. When you connect with people, comment on post and it is the first thing people see on your profile. If your headline really speaks to your ideal person, they will click through to read more about you.





Your headline is very much a part of your brand and what makes you different from everyone else out there. Rather than blending into everything else online, this can help you stand out and give you the edge.

It also helps to attract the right type of employers, collaborators or users to you. Remember your headline is about them first, rather than all about you.

Your LinkedIn headline comprises of 4 distinct parts.





-  **1** Your ideal person: helping, enabling, collaborating, supporting etc.
-  **2** What is the big impact of your work?
-  **3** How do you do that? Your method
-  **4** Keywords: sector and subject specific and/or accomplishments

## Examples

### Attracting Clients

Hannah Roberts, Ph.D.

Helping STEM Women move up or move on through a 6-stage purposeful career design strategy | ICF PCC Certified Coach | Top 10 UK Podcast Women in STEM Career & Confidence over 18K downloads |





## Alignment to Job Opportunities

Rajesh Kumarapuram

Helping C-suite leaders deliver shared services and outsourcing transformation savings by alignment on a clear strategy and proven approaches to implementation. GBS | Shared Services | Outsourcing | Transformation |

Linda Malek Ph.D.

Helping senior directors and key stakeholders achieve opportunities and innovation through competitive intelligence, commercial strategy and proven traction success | Business Development | Life Science | R&D | Bids & Tenders |

Aliah Hawari Ph.D.

Helping heads of data science in Pharma, Biotech and Agri-Industries with insights, strategies for growth and trends in market by data analysis and interpretation | Data Science | Research Analyst | Insights |

## Collaboration Opportunities

Ciara Keating Ph.D.

Collaborating with scientists grow anaerobic waste-degrading microbes using microfluidics | Anaerobic Digestion | Microfluidics | Energy |

Catherine Holden Ph.D.

Collaborating across scientific disciplines to discover the next generation of crop protection by design and synthesis of small molecules and multiparameter data analysis.





## More Visibility/Impact

Reyna Guterrez Rivera, Ph.D.

Helping field engineers improve product lines by developing customer relationships | Business Development | Mass Spectrometry | customer Insights | Trends in Markets | Next Generation Mass Spectrometry |

Rachel Dunmore, Ph.D.

Helping senior HR leaders make informed organizational decisions by optimizing project management with data analysis research techniques | Atmospheric Chemistry PhD | PRINCE2 Project Management | Spreadsheet Expert |

Erifyli Tsagkari, Ph.D.

Helping researchers improve drinking water quality by engineering the interactions between hydrodynamics and biofilms.

## 5 Develop Your Network & Referrals

According to Jobvite, 39.9% of new job hires were a direct result of a personal referral.

<https://www.jobvite.com/blog/sourcing/4-reasons-to-invest-in-employee-referrals/>

When writing your cover letter, that personal referral should feature within the first sentence. In order to have more referrals we need to expand your network to harness it into ideal opportunities.





## 6 Elegant Strategies in Under 15 Minutes

Before you consume any social media, take these 3 actions in under 15 minutes to future proof your career so that you have the network available to you when you need it the most.

1. Expand Your Network: 10 relevant people
2. Increase Interconnectivity: Comment on 5 posts
3. Get Visible: Share a post with your opinion (thought leadership)

## 7 Accountability

The key to harnessing your network into ideal opportunities is consistency. Pick a frequency of action, time of day and think through how you will achieve that action. For example, “I committ to taking these 3 actions Mon-Fri 09:00-09:15 by blocking out my calendar and setting a phone alarm.”

**WARNING:** Do not consume any social media before you take these actions otherwise you will never achieve the results you are looking for.

Although we have used the LinkedIn framework to demonstrate these strategies, they can be employed across any social media platform. I can't wait to see your new headlines and increased engagement on LinkedIn very soon.

## 8 Connect

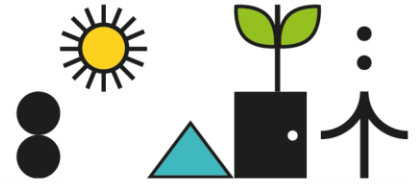
Follow Prosper on LinkedIn <https://www.linkedin.com/company/prosperproject>  
Join the Prosper cohorts LinkedIn group <https://www.linkedin.com/groups/14029877/>

Thank you. Get in touch:

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LinkedIn: <https://www.linkedin.com/in/hannahrobertscoaching/>

Facebook Page: @drhannahroberts

Facebook Group: @breakthroughunleashed

Instagram: <https://www.instagram.com/drhannahroberts/>

Twitter: <https://twitter.com/HannahNikeR>

Listen to my Top 10 UK Podcast 'Women in STEM Career & Confidence'

 iTunes:

<https://podcasts.apple.com/gb/podcast/women-in-stem-career-confidence/id1563574394>

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