



The Ultimate Personal Brand Guide for Recruiters

The Ultimate Personal Brand Guide for Recruiters

Why Build A Personal Brand

Recruitment is arguably the most competitive industry fighting for attention on LinkedIn.

The platform's changed dramatically in the last 5 years, but it's still the number one way to network in 2021. You're able to reach thousands of potential customers daily, win new business, nurture talent pools, and stay in touch with people you've placed, or placed with – even if you've not caught up in person in years.

Personal branding's a vital, modern method of business development and candidate attraction. And anyone still seeing it as a nice to have and not an integral part of the job is looking at it wrong.

It's a walking example of that old recruitment mantra: work smarter, not harder. Think about it like this: how many good quality phone calls can you make in a day?

Now how many people can you reach by connecting with key players in your industry and producing daily content?

Exactly.



Important Things To Remember

If you're posting every day, and your posts are getting around 1,000 views each time, by the end of the year that's a quarter of a million people seeing your content. How would that kind of exposure move the needle on your most important metrics?

The first thing to understand is this is going to be an up and down journey. You're going to have days where it's easy. You'll rattle out a post, get 10k views and a ton of leads, and think: why haven't I done this sooner? Then the next day you'll spend ages thinking of something clever and it'll flop.

Sometimes it's going to feel uncomfortable publishing a piece of writing or getting in front of a camera for the first time.

Embrace it.

Remember:

Done is better than perfect and, with personal branding particularly, consistency is key. Stick to the process and you'll be successful. But don't expect to hit a home run every time you step up to the plate.

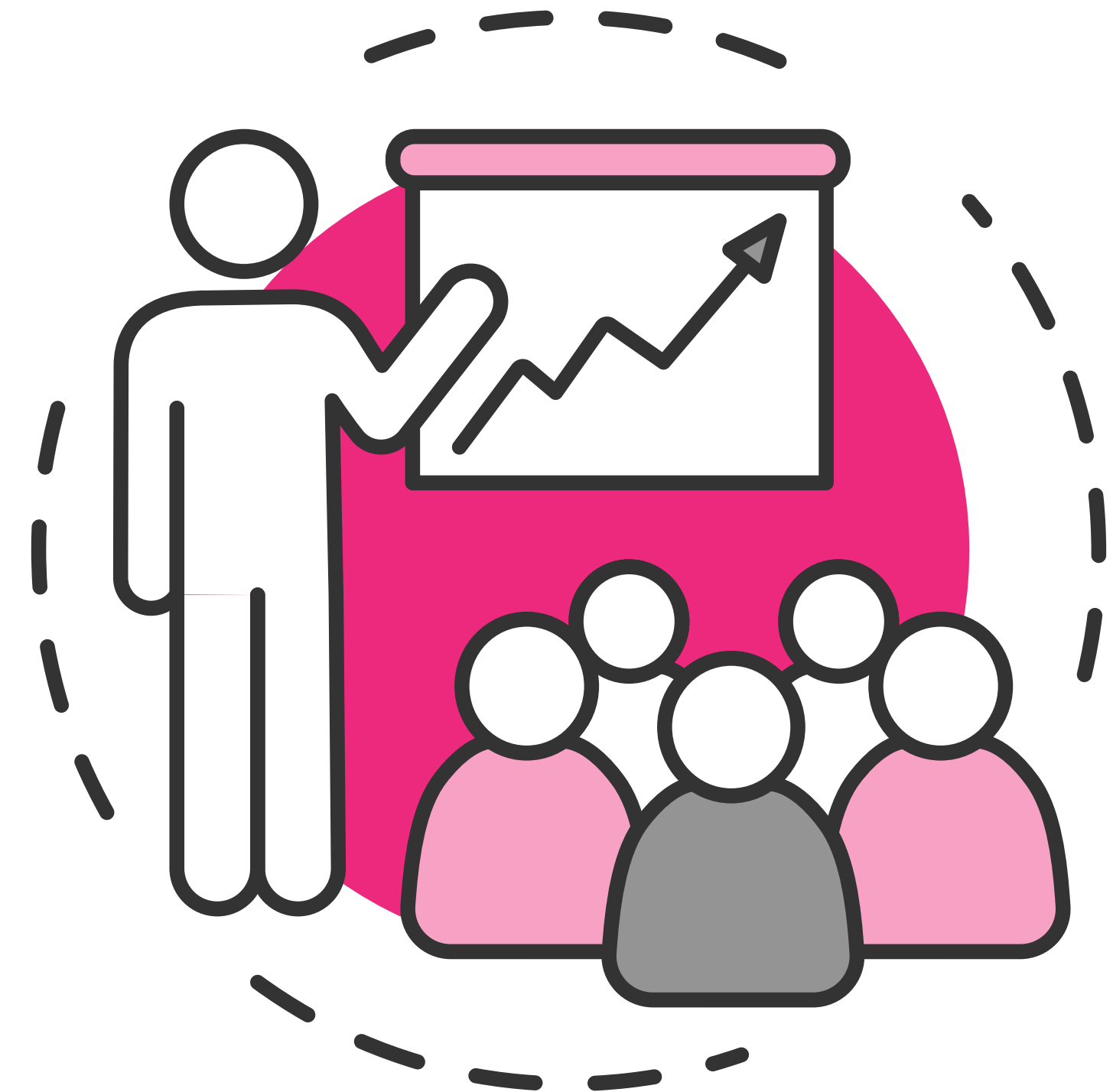
Defining Your Audience

Why Define Your Audience

If you don't know who you're talking to, you'll never know what to talk about.

General interest topics are great for capturing attention and generating engagement, but you'll convert more with content targeted directly at the people you want to work with.

We resonate most with things that are relevant to us. If you're a specialist recruiter and you know your niche, your market should dictate what content you produce. You know it's easier doing BD or talking to candidates when you know who you're talking to, and the same applies to Personal Branding.





What Is An Audience

It's the people you speak to online. And ideally, the people you want to engage with.

Typically marketers define an audience based on demographic data like: location, gender, age, ethnicity, income, level of education, etc. In recruitment, you're likely to be defining your audience based on their job title, or the industry they inhabit.

Write down the unique characteristics that define the people you want to engage with. As an initial act of planning, this will give you the basis to seek out, engage, and convert potential new customers. As an example, when we launched Hoxo we asked ourselves:

"If we could fill a room with the very people we want to do business with, who would they be?"

The answer was "Progressive Recruitment Agency Leaders". And that was our jumping off point for everything that followed.

Working out your audience will allow you to deliver more tailored messaging, convert more effectively, and build stronger connections online. But if you only talk about yourself, your company, or how great you are, your customer will lose interest.

Tell them a story instead. People love a good story. They tend to follow a familiar, comfortable formula. Our brains look for these kind of mental shortcuts to save calories and cut out extra thinking work.

Stories are interesting and memorable. And a good one will touch you emotionally and intellectually and command your attention.

LinkedIn Optimisation



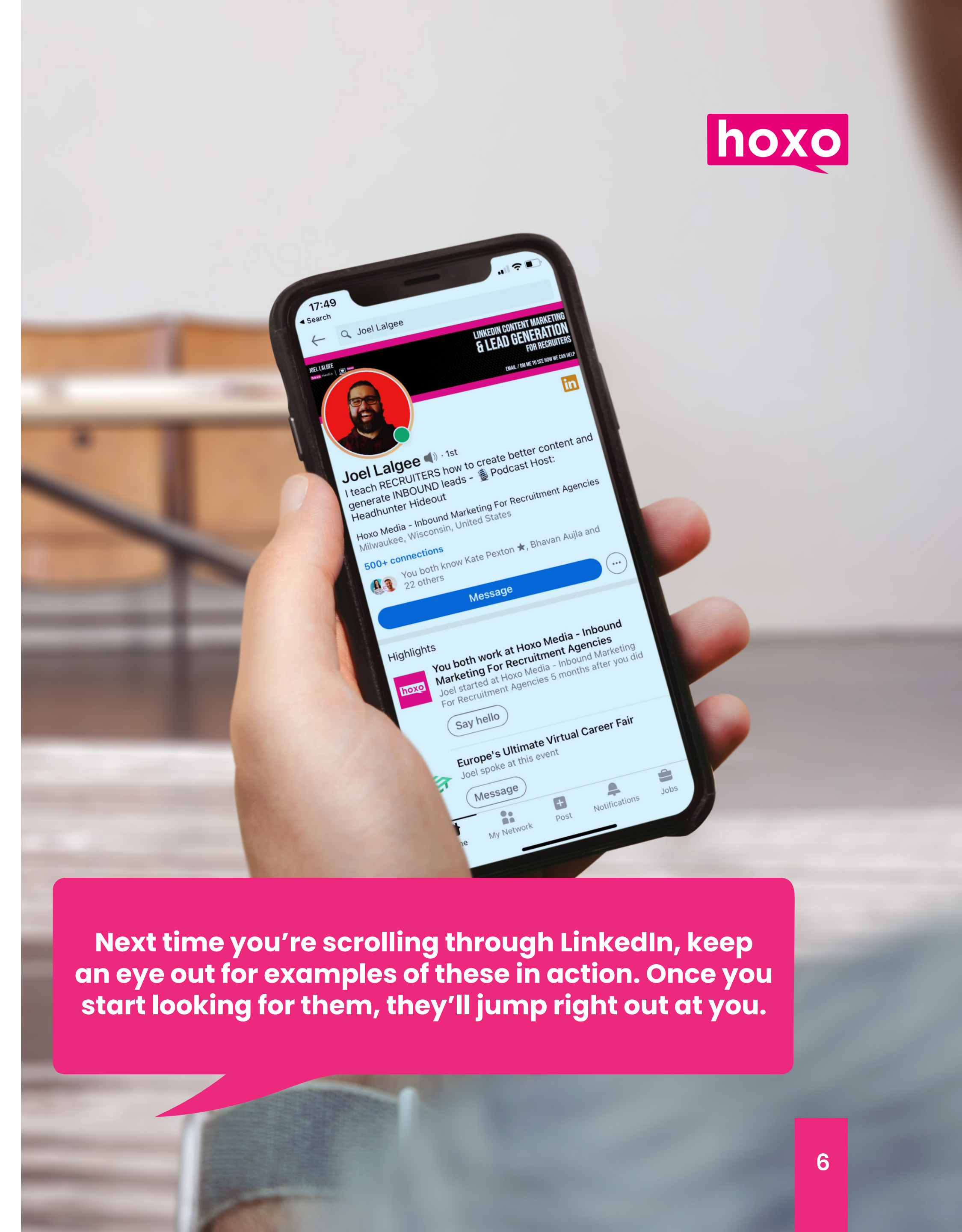
First Impressions Count

LinkedIn is the world's largest professional network with over 722 million members in more than 200 countries worldwide. Every time one of them pops by your profile for a visit you need to make a good first impression in order to capitalise on that attention. Essentially, within 5 seconds any visitor to your page should be able to work out what you do, and answer this question:

"Can this person help me?"

There are a number of ways you can make answering that question easier.

- **Profile Picture** – consider updating yours if it's been a while but don't overcomplicate things: as long as we can see your face clearly, you're good
- **Banner** – the wide image at the top of your profile can be changed, many users replace it with a custom graphic highlighting their USPs or contact details
- **Headline** – by default, this is just your job title; but how much does your job title alone explain what you do? What more could you say here?
- **Personal Bio** – does yours read like corporate jargon or is it a faithful representation of who you actually are?
- **Featured Content** – if you're posting content that gets great engagement, don't lose it forever – pin it to your profile and make it easier for visitors to find your best posts
- **Recommendations** – this is the proof that backs up everything you're saying about yourself – what do your recommendations say about you?



Next time you're scrolling through LinkedIn, keep an eye out for examples of these in action. Once you start looking for them, they'll jump right out at you.

Building Connections

How many people do you invite to connect with you each day?

We recommend 20 a day. That's 100 in a working week and, if only half of them accept, means you're still growing your network by 2,500 targeted contacts a year.

Now ask yourself: would you make more money being connected to 2,500 key industry contacts?

You can accompany a connection request with a short message. A lot of advice will tell you to make this super tailored, a bit different, light hearted, and compelling to stand the best chance of someone accepting your request. We're going to tell you leaving it blank often works better.

But if you are going to send a note, keep it short, make sure it's relevant, and ask questions to stimulate a response – but don't overload. As with most things to do with content, experiment and find out what works best for you.

If you've followed the steps to optimise your LinkedIn profile above, you may find people accept your requests due to the strength of your profile alone, without the need for an accompanying note.

Heck you might even be inundated with requests and not even need to invite anyone yourself!

Engagement

Do you want more engagement?

Of course you do. Everyone does. But how many people do YOU actually engage with online?

Engaging with others drives engagement for you. Which grows your audience, generates leads, and a less obvious benefit initially is that it cultivates good habits when you're using LinkedIn.

Meaningful engagement leads to more interactions with your target audience, more connections to potential customers, more leads, stronger relationships, and you'll receive favourable ranking in LinkedIn's newsfeed.

Your content is shown to more people, the more you engage with others. And that works both ways: what you engage with is more likely to show up in your feed.

Personal Content

How many posts have you published on LinkedIn that DON'T mention jobs?

LinkedIn's changed. People don't just want to consume business content all the time. It's a place for news and entertainment like any other social media platform.

A lot of people struggle with posting relevant content, either because they're nervous about doing it, or they don't really see the point.

How can anyone really trust you if they don't know you personally?

Personal branding allows you to build trust at scale. Glance through your feed and you'll notice personal content is ranked a lot higher than "Hi all, I'm recruiting for this position. Please click the link to view the job description and apply to it!"

It's more compelling to read, and more likely to endear you to the person posting it.

In most industries, knowledge can be taught and expertise can be learned. That means it can be replicated.

Your personal life cannot. And the worst thing you can do is fake it.

Be authentic. And say what's on your mind. You might have an opinion you hold dear that has nothing to do with your day job. Maybe it's a particularly spicy one you've been dying to get off your chest?

The vast majority of recruiters would never post anything even vaguely controversial, for fear of upsetting someone. Even if they know the resulting attention would be a net positive for their brand.

But the truth is, you'll never make everyone happy 100% of the time. Accepting this will give you the freedom to create more relatable content.



Valuable Content

Not every candidate's looking for a job 24/7. And not every client's hiring all the time.

But they ARE always trying to achieve things, to overcome challenges. And when they do, they seek out information from experts.

Which is what you are, right?

We always say Personal Branding is about taking what you do on the phone and putting it online.

You speak to your market every day. It's almost a given you'll hear the same things over and over again from candidates and clients. This should give you a good indicator of what topics are hot in the market today, and which issues need resolving. Or at least addressing.

What you're told all day every day on the phone is a gold mine for creating relatable content. And if you're using your knowledge and expertise to dispense advice, guidance, or practical help, you're proving your value.

Personal content is essential to building your brand. But if you aren't posting anything of value, you're just a loud person talking about themselves.

Demonstrating your knowledge positions you as an authority figure in your network. It's likely the same advice you'd dispense on a 1 to 1 level, only through content you're doing it at scale.

A simple way to think about it is: valuable content is more about what you know, than what you do.

Buying habits have changed. It's more customary to research a product independently before you buy, rather than reacting to a sales call about something you've never heard of before.

The thing to remember is: you aren't actually all that different from your customers. If you're more likely to read the reviews, go on instagram and check out the product, have a quick scan of twitter, ask your mates - and that's before ordering A TAKEAWAY, imagine the steps you'd go on before parting with money for a recruitment solution.

Make that easy for your customers. Share your knowledge freely and the business will come to you.



Credible Content



Recruiters use success stories to attract new candidates and clients all the time on the phone. But almost never feature them in their online marketing.

Testifying to your own credibility is proven to work as a business or candidate attraction tool. It's why you put case studies in sales decks. But despite this a lot of recruiters are anxious about coming across as arrogant or cringe telling the same stories on LinkedIn.

People are drawn to successful individuals and businesses. When ambitious candidates and clients go to market, they seek out experts. Credible content is key to positioning yourself as one.

Potential customers won't know how good you are unless you tell them. And because your competition doesn't post this kind of content regularly, you WILL stand out by doing so.

Consistency is key to establish yourself as a credible authority in your space. If you're making placements, winning new business, and delighting existing customers, you should have a steady stream of inspiration for content - content that literally says how good you are.

Take testimonials or recommendations. Can you screenshot and share it with your network? Don't brag. But tag the person who wrote it and say something equally nice back to them.

Nothing arrogant about that, but over time content like this will improve how you're seen in your market.

LinkedIn Copywriting Basics

LinkedIn originated as a writing platform, and while you'll see more photos and videos now than you would have done even just a few years ago, you rarely see them without accompanying text, or at the very least a caption.

Copy is the backbone of LinkedIn content. In fact the best-performing text-only posts tend to be the longest, so don't be afraid to use up most of the 1300 characters you're permitted for each post.



hoxo

Headline

The first line, or the first few, have to be eye catching to stop people scrolling through their feed and actually read the rest of your post. Ask a rhetorical question. Make a bold claim. Create a bit of curiosity.

It might not seem like the biggest of deals, but the way your post starts may well be the most important part. Advertising giant David Ogilvy knew this was true about headlines. One of his most successful took 104 drafts to write, and he would often spend a full week just working on the headline and the first paragraph of copy.

You probably don't need to go that far, but don't undervalue the importance of the beginning of your posts well. Just remember: if your reader doesn't click See More... you might as well not have written the rest.

Body copy

Write the way you speak. It makes writing easier, feels more natural, and it's a better representation of you. If your writing is overly stuffy and professional, but your on the phone persona is anything but, it's going to be jarring for clients.

When people read, they're alone. Try not to address your writing to groups of people. "Hey all!" and "Calling all project managers!" might switch people off, because there's no personal incentive for them to read. Focus on engaging 1 person really well and you'll begin to resonate with 1000s.

80% of people read their content on a mobile device, and large continuous blocks of text don't always look brilliant on a smaller screen, possibly also on the move.

Pro tip: start a new paragraph every 2 or 3 sentences. It's easier on the eye.

Call to action

A CTA is the point you ask the reader to do something. Click here, buy this, leave a comment, subscribe. It's typically an instruction. It could come in the form of a question or a suggestion.

The vast majority of people consuming your content will ignore it. Sorry, but that's just reality. A fair few will be engaged, but won't be in a position to do business with you right away.

For those that do, this is the point you really need to make it count. Give your audience something clear and specific. Don't just ask people to get in touch with you, tempting as that may be. Ask a question. Share an opinion. Start a discussion. Get people talking. The more people engage with your content, the more people will see it.

Creating Social Videos

Publishing video content is way scarier than written. At least you get to hide behind words, it's not your face front and centre on screen for everyone to see!

92% of marketers say video is an important part of their strategy. This has grown from around 78% just 5 years ago.

The pandemic has increased the amount of video people are consuming overwhelmingly. 9 out of 10 people report wanting to see more videos from brands in 2021. Perhaps because it's the next best thing to an in person meeting.

Marketers can feel positive about the ROI from a video: for relatively little input, the output is enormous. An effective video influences web traffic, leads, referrals, brand awareness, and of course, sales.

A lot of video content is simple. A selfie video using the front facing camera of your mobile is so easy to set up, you can do it on the go. In fact, a lot of recruiters do.





But – hopefully – you wouldn’t just upload straight from your camera roll. You could. And it may even be more authentic to do so from time to time. But if you’re investing in your videos and want to take it seriously, there’s some other areas you need to consider.

- **Length:** most people are time poor and lack patience, don’t throw everything you can think to say at a video, keep it short and sweet – about a minute in length is ideal
- **Write:** you might not want to generate a full script to read, as it can sound a little wooden reading it out, but go over the main points you want to cover, write them down so you don’t forget, flesh out any extra ideas, and practice running through it to get an idea of how long the video will be
- **Editing:** a banner at the top of the video containing a compelling headline captures attention before even pressing play, and subtitles ensure your message is communicated clearly – even if people don’t have the sound up

You might want to cut out the ums and errs from a nervy delivery, or chop up a much larger video clip into bitesize snippets for your social media. Investing in tools to support your video production output will ensure you’re generating quality consistently. We can advise on a full suite of programmes and equipment to use.

We talk about being able to reach more people at scale with your messaging. A video does that brilliantly. Yet less than 1% of recruiters produce video content regularly. Meaning there’s a great opportunity to stand out, capture attention, and start converting those leads everyone else is leaving on the table.



The Content Plan

Failure to plan = planning to fail.

When you're working on your brand, consistency is crucial. You have to show up, be present, and get involved. Seemingly 24/7 if you've got an engaged network!

Recruitment's unpredictable at the best of times. Implementing a good structure can unlock new levels of freedom. Having a plan reduces anxiety and maximises your potential ROI.

Track your outcomes. It's harder to move the needle if you don't know where it's hovering.

Save yourself the hassle and plan a week's worth of content in no time at all.

We've created a Content Planner to help you:

- Plan content to attract new business
- Keep on top of what content you're sharing and when
- Ensure you're sharing a healthy variety of content
- Track what you're publishing in advance

[Click here to download it for free](#)



As you can see, there's an awful lot that goes into building a successful personal brand, and to be honest we've barely scratched the surface here. The landscape changes on a daily basis, with new innovations, strategies, and techniques coming to light all the time.

If that seems like a lot to take in, don't worry you're not alone.

The Hoxo Academy trains teams of Recruiters in our proven methodology to build LinkedIn personal brands that generate qualified leads and ultimately, make you more money.

Taught by top recruitment coaches over a 12 months period, your team will learn how to position themselves as experts online, engage prospects with daily content, track and gradually improve business outcomes.

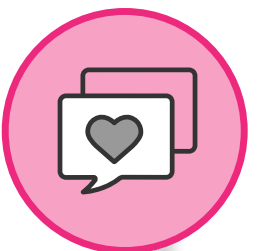
You'll get access to our framework, all our templates and resources, weekly coaching calls, peer group learning, and lifetime support from us. More importantly, there's power in numbers. When you're embarking on a journey like personal branding, having the support of a group is a huge benefit.

[Join The Hoxo Academy Today](#)



All Recruiters graduate The Hoxo Academy with:

- ☑ A clear plan for daily LinkedIn growth
- ☑ Simple success metrics to follow
- ☑ A long term method for creating content
- ☑ Knowledge of how to engage the right people



People tell us the most valuable things they've taken from the course are:

- ☑ Getting over the fear of creating content
- ☑ Strategies for building targeted communities
- ☑ Time and effort saved through effective planning
- ☑ Increased profile views and inbound interest

Learn how to build a brand that wins business.

[Join The Hoxo Academy Today](#)

