

The BD Playbook Series

Part Two: Personal Brand



What to expect



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Introduction

Welcome to the second installment of our BD Playbook Series where we uncover how to build a personal brand and establish credibility in your niche.

Thanks to the team over at Hector, we've tapped into some big names in the recruitment space to unveil how they use social media to amplify their voice and reach a larger audience organically to yield faster results.

“

Personal brand plays a key part in the business development strategy of many. Yet for most it's one of the most difficult concepts to get started on, and remain consistent with. Combining the experience of the mentors from Hector with our data analysis at SourceWhale means this playbook contains all the actionable insights you need to begin your journey.



Dougie Loan
CRO at SourceWhale

SourceWhale

“

Personal branding has to be part of the strategy for any recruiter who aspires to be a top performer within their industry. It's a non-negotiable. Investing in your brand will give you the best chance to maximise your business development activity. Quite frankly, if you're not investing in your brand, you will be leaving money on the table.



Hishem Azzouz
Founder at Hector

Hector®

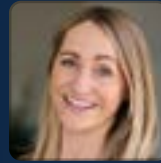
Meet the experts

Through personal branding, these individuals have established a unique presence in their chosen markets. In this playbook, we uncover the secrets of their success.



Harry Portch

Founder at
HM Staffing



Cherry Swayne

Founder at Above and
Beyond Recruitment



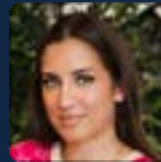
Alex Elliott

Strategic Director at
Strive



Tara Jackson

Account Executive at
Venatrix



Allicia Birch

Business Director at
Anderson James Group



Mark Long

Co-Founder at
Numi



The winning formula for success

These four areas are key to forming a strong personal brand. The result? Establishing familiarity and trust with your audience, converting cold leads to warmer prospects and gaining more new and repeat clients and candidates.

1

Personal Brand

Use content to build genuine relationships and earn trust in your network

2

Consistency & persistency

Post consistently to create a reliable presence and be persistent with your approach

3

The 5P's content framework

Create content around the 5P's: personal, promotion, plans, praise, pains

4

Building your connections

Always work on growing your audience organically

1 Personal Brand

Your personal brand is like your pension. The more you put into it, the more you'll get out of it, yet the results may not always be immediately obvious. Channels like LinkedIn can help amplify your voice organically and by striking a balance between your tone and showcasing high-quality content, you can captivate individuals from different segments of your target audience. But it doesn't stop there. Other basic elements also play a part in bolstering your brand like:

- ✓ Your profile
- ✓ Commenting & liking to engage with your audience
- ✓ Your mindset/ getting started

“

There are THOUSANDS of recruiters who claim to be 'specialists' or 'experts' in things from Product Managers to JavaScript, but genuinely showing that you are a specialist or expert and having real authenticity is where it matters. It's not enough to simply tell people what you do, you have to show them that you care - be proud of your industry. Curate content that will align with people from those industries that you want to impress, sit up and take notice. Be YOU, be unique.



Mark Long

Co-Founder at Numi

2 Consistency & persistency

A persistent and consistent approach to content generation is crucial for success. Less than 1% of recruiters regularly create content, presenting a huge opportunity for you to stand out. As well as creating your own, it's important to engage with other professionals in your network. This is a powerful tool to boost your own impressions organically. Make posting every week a personal KPI and allocate dedicated time to likes and comments.



Noticeable
1x per week



Recognisable
2x per week



Influential
3x per week

“

The return on effort potential of personal brand building is huge. Consistency over time is one of the best predictors of success; you've got to commit to the process. Systemise idea generation by having a reminder set for the end of every day that prompts you to think, what happened today that would be interesting content for my intended audience?



Alex Elliot

Strategic Director at Strive

3 The 5P's content framework

We understand that posting on LinkedIn can be daunting, but don't overthink it. Follow the 5P's framework to generate ideas for content that resonates with your target market. Experiment with different mediums to find what works best for you. Try using video, images, GIFs, long and short written posts. Though despite having a preference, it's still important to keep your content varied and continue to switch things up!



Personal



Promotion



Plans



Praise



Pains

“

Start off by posting what you feel comfortable with and once you get more consistent, that barrier will come down and you'll be more open. I'd recommend sticking to a weekly structure that includes 1 x personal post (about you), 1 x informative post (what we share daily to clients/ candidates for free) and 1 x credible (a success story from your experience).



Alicia Birch

Business Director at Anderson James Group

5P's: Personal

Personal brand is about being personal – it's simple. Yet so many fear this element of content generation the most. The key thing to remember is that your clients, candidates and colleagues choose to work with you each day because of who you are. Your opinions hold value and insights which are likely to be unique. You'll also experience so much on a day-to-day basis that will resonate with others too. When sharing personal content, it could be elements related to what you do outside of work:



Sports



Events

(holidays, birthdays etc.)



Hobbies



Milestones

(new home, family member etc.)

It could also simply be your personal opinion on a book, guide or whitepaper you've read recently – all of which highlight your personality and gives an insight into what interests you daily.

“

People buy from people. So any prospective clients are going to be working with you because they like you, first and foremost, and they think that you are trustworthy and knowledgeable. Put forward a really authentic message that is full of integrity about why you love what you do, why you're good at it and what you do that's different from your competitors. Combine that with sharing thought leadership, a bit about you and who you really are, as well as letting your personality shine through. Clients buy into this.



Cherry Swayne

Founder at Above and Beyond Recruitment

1 A birthday is a great way to celebrate with your network

2 A picture of you puts a face to a name

3 A personal insight shows you're human



Cherry Swayne
Founder @ Above and Beyond Recruitment

It's my birthday!!

My boys turned 3 and 7 and I turned 36 - all within 11 days of each other.

It's been a birthday bonanza in our house this month.

And I'm off to Kew Gardens today with my Mum to celebrate!



Allicia Birch
Business Director at Anderson James Group

Bucket List:
- Climb Snowdon for Sunrise 🏔️🌅

This morning we made the 2 hour drive to Snowdon to set off walking at 3:00am to climb to the top for sunrise at 6:30am - not ideal after the wine I consumed yesterday however.

One of the best experiences of my life and I am so happy to have shared it with my amazing sister & cousin ❤️

I definitely wanted to turn back about 100 times and was convinced I was going to be blown off the mountain in the gale force winds and in the dark however, I did it and I couldn't be more proud of us.

Think this may be the start of an Easter tradition maybe?...

Happy Easter Everyone 🥰❤️

1 Share a personal achievement

2 Humour is a great way to show personality

3 Talking about your experience invites others to share theirs

4 Linking to a holiday makes it topical

5P's: Promotion

Talk about your services and what you can offer your clients. It's important to promote what you do – but not all the time. Discussing a recent success story from the point of view of the client or candidate is a great way to highlight your service offering which resonates with your target market.

Candidate

Consider if you've helped them find their dream role, secured them the salary increase they were looking for and why that role mattered so much to them.

Client

Have you filled a role that enabled them to reach their goals? What were these goals and why was the position important? Promote the parts of your service which meant this was a significant win for that organisation.

P.s. You can do all of this without mentioning the fee – a common mistake when people promote successful pieces of work they have done! That number resonates more with your fellow recruiters than it does with your clients or candidates.

“

It's important to balance personal posts with credible content. Yes, your personal posts will probably get the highest engagement, but the promotional content like testimonials, case studies etc. is what gets people to think they want to work with you. You need to demonstrate you're good at your job, allow your network to get to know you AND show your individuality – hit these three points and it's a recipe for success.



Harry Portch

Founder at HM Staffing

1 Share a recent success

2 Other candidates in your network may relate

3 Personal opinion that positions you as an expert

4 Show how you overcame a challenge

5 Dual benefit of positioning your services as attractive to both candidates & clients

6 Offer advice to add value

7 A long-form post with no pictures adds variety to your feed



Allicia Birch

Business Director at Anderson James Group

It's not rejection, it's redirection 📺

I placed a candidate this week, both candidate and client are a great match.

Prior to the interview, this was the conversation with the candidate...

"I don't have much luck in interviews. Not sure I should go for it."

"Why?"

"I've not had any successful job offers from the companies I've interviewed with, other people have always been better"

...

It could be down to a variety of things. It could be their personal sell, they could be lacking a certain skillset, they might have applying for roles that are way ahead of their ability...it could be anything.

However, I was confident that this candidate could do this role and would suit this team so we put it forward. After some interview prep we were ready to go!

The interview went well and an offer was made.

It was 5,000 more than their current salary, a role with progression opportunities, flexibility and the culture was EXACTLY what the candidate wanted. It was an immediate yes.

Sometimes, we can talk ourselves out good opportunities due to a couple of people saying no.

The no's lead us to the YES'S!

Have confidence in your ability and be honest, it will be the thing that makes you stand out.



5P's: Plans

The excitement of the future often intrigues people and is a strong attractor to your personal brand. Hearing about the journey, the upcoming plans you have that will benefit your clients and candidates and how you're going to achieve those helps you to stand out.

Share your visions, dreams and goals for you and those you service. You'll gather many people along the way who will be keen to see you succeed. So be open about it, whether that is an:



Event



Experience



Whitepaper



Growth plans



Unique operating model

“

Storytelling and personal branding go hand in hand. So, actively sharing where you're going, your big goals and what you want to achieve in your industry with your network is so important. We all have people we follow online who we have followed for some time and have enjoyed watching their journey from afar. Ensure your clients and candidates are rooting for your future success by documenting your plans with your personal brand.



Hishem Azzouz

Founder at Hector

1 Say what you're working on currently

2 Tease future plans

3 Explain how they'll benefit your network



Dogie Loan
CRO @ SourceWhale

Big buildings, big red bus, big day ahead 🚀! Back in London Town. **1**

- UK GTM office day means collaborating on our mid-market & enterprise projects followed by our team social 🍷

- US GTM meet-up plans in full swing for October 🍷 (hoping for a repeat of NYC karaoke from last year 🎤)

- Our CS team have hit a new record high this week for customer base adoption meaning more recruiters than ever are using SourceWhale daily 📈 **2**

- We're on the verge of releasing a game changing personalised coaching feature for our users which means they'll get deeper data driven insights in to exactly what they can improve upon. Result? They'll drive even bigger performances across their entire BD/Sourcing workflow 📄 **3**

The market bounce back is coming. We're working hard to make sure every SourceWhale user is ready to continue to make the most of it 📈🔥

Happy Wednesday!

Hishem Azzouz
Founder at Hector

1 Big week this week.

We have **The Recruitment Mentors Podcast LIVE** event in London on Thursday evening at the **DREAM FACTORY**. **2**

My prep is done, and I'm excited about the key-talking tracks for the evening. 🔥

We're then onboarding our first cohort of existing customers onto **Hector** this week. **3**

4 So myself & **Beth Currid** have been getting all prepared for that together.

We can not wait to start seeing recruiters working through our training courses on our new and improved learning platform.

Let's go! 🚀

#Recruitment #Recruiting

1 Short one-liner to pique interest

2 Talk about your upcoming events

3 Share plans that impact your audience

4 What the future looks like

5P's: Praise

Building your personal brand isn't all about you – it's also about the others around you. Praise is a great way for you to create content that others can resonate with. Again like plans, most people are attracted to content that highlights progression and growth. Being able to highlight work done recently by someone in your team or business also indirectly showcases the quality of service you deliver. Areas you can highlight are:

- ✓ A recent promotion in the team
- ✓ A piece of work that has been delivered
- ✓ Feedback from a client/candidate
- ✓ Employee spotlight

Worth noting – all of this should be genuine. All you're doing is taking something that deserves to be recognised and sharing it beyond your own organisation.

“

We're quick to complain when things go wrong – social media is filled with it. Yet so many good things happen around us and are done by so many each day. Being conscious of the work being completed by the people in our business, or by clients, candidates or others in the market gives us the opportunity not just to recognise it, but also to let others know too. I'm a big fan of this one personally as it's more than just creating content and a personal brand – it's about giving people the credit they deserve.



Dougie Loan

CRO at SourceWhale

1 Wish a candidate good luck in their new role

2 Tag the individual & company to gain wider reach

3 A softer approach to promoting your services



Cherry Swayne

Founder @ Above and Beyond Recruitment

1

Good luck today to **Mita Chaturvedi** who starts her 12 week summer internship with **MotherTree!**

Mita is joining the team as a Research Analyst over the summer to help gather, collate and analyse data related to green finance.

We'll be checking in regularly over the next 12 weeks to make sure the intern is settling in well and to hear about how much they're learning and the impact they're having on the business.

Watch this space for more updates!

#internship #recruitment #hiring #startup #scaling #founder #business #management #leadership



Harry Portch

Founder at HM Staffing

1

Very late to congratulate **Jack Benham** for his promotion on here! In my opinion, this is a prime example of hard work and the unbeatable promotion opportunities we offer at **HM Staffing Ltd.**

Jack joined HM just over a year ago...he had an instant impact and I'll break that down.

First day pulled in 3 jobs...all filled the week after.

This momentum didn't stop.

Jack focused on a simple thing...the quality of his service to clients and candidates...

...and by doing this the rewards came in.

1 year later...3 promotions later..I'm delighted to have Jack as HM's new Sales Director, a position that is truly deserved.

I see a lot of agencies advertise great progression opportunities but always struggle to see the proof when I look through their team on LinkedIn.

If you want to join an agency that can actually offer great progression opportunities drop **Charlie Crockford** or myself a message as we are back hiring!

PS have an old photo as no one wants to see the blonde look we've both gone for.

1

Announce a recent promotion in your team

2

Link back to business mission and values

3

Celebrate their personal wins

4

Touching on a larger conversation industry-wide helps frame your post

5

Insight into company culture

! 5P's: Pains

Both our clients and candidates have pains on a daily basis. Issues that will resonate with them don't always have to be related to the recruitment process. Sharing things like interview top tips can add some value, but are fairly common nowadays.

Instead, use your knowledge and experience from within the market to share content related to their pains which genuinely adds value - this will drive your personal brand as someone who can support their growth and will make them more likely to engage with you in the future. For example, as a Sales Recruiter targeting SDR's you could share content around the pains of cold calling and techniques and tips to improve the outcomes of this in the current market. To get inspired, ensure you talk about pains in interviews and immerse yourself in:

- ✓ Talking to others in your industry
- ✓ Networking events
- ✓ Webinars

“

A great strategy that I've used for growing my network & generating leads from LinkedIn is to create content that addresses the pain points of your target audience. To help generate content that resonates with your prospects' problem you need to identify your ICP, list & prioritise pain points, then think about different pieces of content (blogs, videos, case studies, Q&A, personal stories, polls) and use a variation of all of them on your posts.



Tara Jackson

Account Executive at Venatrix

1 State pain straight away

2 Offer advice

3 Show you're an expert

4 Call-to-action based on pain



Harry Portch
Founder at HM Staffing

1 1 in 3 UK workers are quiet quitting

The cost of losing a new hire can be up to 4x their salary

For most companies it's unaffordable

But it IS preventable

Here's how

- > Conduct bi-weekly feedback session with hires
- > Craft a long-term and bespoke development plan
- > Get clear on the individual career objectives
- > Be transparent about progression pathways
- > Establish open communication loops at all times

Most new hires want things to workout.

Having to leave their new job is a nightmare for them too.

If that's happening, something isn't right.

It points to either:

- a) Bad hiring choices
- b) Poor onboarding

At **HM Staffing Ltd**, we help with both

Save yourself time, money and stress. DM me



1 **Tara Jackson**
Account Executive at Venatrix

2 How your internal talent team feel when they see over 100 LinkedIn applications for 1 SDR vacancy & have 10 other vacancies to fill 🙄

Need to hire top SDR talent? Drop me a message

3 #sdrrecruitment #sdrhiring

1 Funny photo adds humour

2 Short and snappy problem statement

3 Clear call-to-action

4 Building your connections

Personal brand isn't all about generating a flood of inbound inquiries. However, it should make future approaches simpler and warmer. It takes time, but as your brand grows and people engage with your content, you're going to want to grow your network.

It's important to capitalise on this by connecting with anyone who likes or comments on your post or views your profile, within a day of them doing so. Best to connect when you've recently resonated with them or piqued their interest.

Top tip - It's best not to include a message on the request - no need to as they'll be aware of who you are.

“

Likes and comments don't equal revenue but they do make a great BD/Headhunting list! It's best to wait at least 3 weeks from the moment you connect prior to reaching out via call or message. This period of time allows the person to continue to be exposed to your content, build more familiarity with you and your brand and make it more likely they'll be open to discussion when you do try to engage. When you do message/call after that period of time, be sure to make it natural, personalised and with a low-commit CTA (hopefully you'll remember this tip from Part 1 of the Series!).



Dougie Loan

CRO at SourceWhale

Key takeaways

To kickstart your brand-building journey, try incorporating the below into your weekly routine. These key takeaways will help to spark content generation, grow your network and establish you as a thought leader.

1

Personal Brand

Review your profile - is it professional, authentic and different from your competitors?
Immerse yourself in content to help inspire your own

2

Consistency & persistency

Set yourself personal goals and reminders each week to post content
Track which posts get the most engagement - rinse and repeat

3

The 5P's content framework

Follow this content framework to generate ideas which resonate with your audience
The 5P's should give you the reassurance and confidence you need!

4

Building your connections

Connect with people who like, share and comment on your content within the first 24 hours of posting
Likes don't equal sales, but they do equal a more robust outreach list!

Our contributors

A big thanks to our experts who have contributed practical advice and key takeaways on how to start making waves through the power of personal branding.



Harry Portch

Founder at HM Staffing

After starting work in recruitment at 18, Harry founded HM Staffing LTD two years later and has become an award-winning entrepreneur. Since 2018, his agency has continuously grown in headcount and revenue.



Cherry Swayne

Founder at Above and Beyond Recruitment

Cherry helps ClimateTech start-ups hire talented, mission-aligned people and grow their teams. She also co-organises the Working In Sustainable Technology Meet-up & runs the Positive Impact Tech Founders Group.



Alex Elliott

Strategic Director at Strive

Alex co-founded Liquid Personnel which (in 10 years) scaled into a £100 million revenue recruitment business and the market no1. Now he is Strategic Director at Strive, building GTM teams for VC backed tech start-ups and scale-ups across EMEA and the US.



Tara Jackson

Account Executive at Venatrix

A familiar face to many, Tara has spent years building her personal brand in the SaaS space. She has helped place some of the best sales talent into companies and has achieved a huge amount of success by leveraging LinkedIn to do it.



Alicia Birch

Business Director at Anderson James Group

Alicia started working in recruitment 6 years ago and has been with the AJ group for nearly 3 years, where she's built a stellar desk and become a top-billing consultant. Check out her episode on the Rec Mentors Podcast if you want to learn more about how she made it to where she is today.



Mark Long

Co-Founder at Numi

Now in his 4th decade of working exclusively with “High Tech / High Growth” companies, either PE VC backed start-ups and scale-ups or listed enterprise corporations on digital transformations, Mark has over 33k followers on LinkedIn.

The BD Playbook Series

Part Two: Personal Brand

Part One: Outreach

Part Three: Leveraging the Phone

Contact SourceWhale

Contact Hector

SourceWhale × Hector