



Content Review & Planning

Define Your Value
& Who You Are





THE GOAL:

To help you discover what makes you stand out as a recruiter, define the value you bring to clients and candidates, and refine how you communicate authentically on LinkedIn and beyond.

1. What Makes You Unique?

Write a few bullet points for each:

Your Recruitment Superpower

What do you do exceptionally well? What do clients or candidates compliment you on?

- ▼ **Example:** “I’m excellent at finding unicorn candidates others struggle to source.”

Your Niche or Industry Expertise

What industry or role types do you focus on? Why are you passionate about this area?

- ▼ **Example:** “I specialise in tech sales roles, where I know the skills and cultural fits that work.”

What Sets You Apart?

What makes you different from other recruiters?

- ▼ **Example:** “I take a consultative approach—I offer market insights, not just resumes.”

Your Results

Think of your biggest wins or successes.

- ▼ **Example:** “Filled 80% of roles within 2 weeks last quarter.”



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2. Define Your Value Proposition

Your “value proposition” is the reason clients or candidates choose YOU.

▼ **Fill in the blanks below to summarize your value:**

“I help **[clients/candidates]** in **[industry/niche]** to **[achieve X or solve X challenge]** by **[what you do uniquely or differently]**.”

▼ **Example:**

“I help tech startups hire sales talent who can scale revenue fast by connecting them with proven high performers, not just candidates who ‘tick the boxes.’”



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3. Who You Are: Your Tone & Communication Style

Your tone of voice is how you communicate your personal brand. Think of it like your “personality on paper.” Answer these to discover yours:

How do I want to come across?

Circle **3-5** words that describe your tone:

Friendly
Professional
Approachable
Direct
Confident
Collaborative
Funny/Lighthearted
Thoughtful
Knowledgeable

What do I value in my work?

What are your non-negotiables or guiding principles?

- ▼ **Example:** “Transparency, honesty, and always delivering value first.”

How do I naturally communicate?

Describe your BD style:

- ▼ **Example:** “I’m a straight-talker who focuses on practical solutions, but I’m approachable and always personable.”



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4. Build Your Personal Brand Statement

Bring it all together:

Who I Am:

- ▼ **Example:** “A trusted recruiter specialising in tech roles with a reputation for delivering top candidates quickly.”

What I Do:

- ▼ **Example:** “I help my clients scale their teams by connecting them with high-impact talent.”

How I Add Value:

- ▼ **Example:** “I provide deep market insights and a seamless recruitment process that saves time and delivers results.”



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5. Action Step: Make It Practical

Now that you know your unique value, use it:

✓ Update your LinkedIn headline to reflect who you are and how you help.

▼ **Example:** “Helping Tech Startups Scale by Placing Proven Sales Talent | Trusted Recruiter with Market Insights”

✓ Write your LinkedIn ‘About’ section with your personal brand in mind. Focus on your niche, your value, and how you stand out.

✓ Check your tone: Read your posts or messages—do they sound like YOU?

Pro Tip: Being authentic is your superpower. People buy from people they trust. Let your personal brand shine through in everything you do!

“
Own your voice.
Share your value.
Stand out.
”



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