

THE PRYDIN EXPERIENCE

# SPOTLIGHT

Your expertise. Your identity. Your distinction.  
A deliberate brand for the level you operate at.

**DESIGNED FOR**

Founders, business owners, CXOs, senior leaders,  
consultants and subject-matter experts.

**01**

**CLARITY**

**02**

**AUTHORITY**

**03**

**DIRECTION**

**YOUR INVESTMENT**

**Rs. 10,999**

+ applicable taxes

WHAT YOU RECEIVE

# The Spotlight advantage

A defined service, designed around your professional goals.

## 01 Personal brand clarity

Define the expertise, perspective and value you want to be known for.

## 02 LinkedIn profile positioning

Shape your headline, About section and experience around a coherent leadership narrative.

## 03 Authority and communication

Express your leadership perspective and professional differentiators with clarity.

## 04 Visibility direction

Build a clearer direction for communicating ideas and expertise consistently over time.

**NOT A TEMPLATE. YOUR PROFESSIONAL STORY.**

Context first. Clear positioning. Consistent communication.

**WHY PRYDIN, NOT JUST AN AI PROMPT?**

# Tools write. Strategy positions.

AI can help draft content. PRYDIN adds a human-led positioning process.

## A GENERIC AI TOOL

- Generates text from a prompt
- Can suggest headlines and wording
- Requires you to judge the fit
- Output depends on your inputs

## PRYDIN

- Reviews your professional context
- Shapes a focused narrative
- Aligns profile with your goals
- Adds human judgement and refinement

## THE DIFFERENCE IS THE THINKING BEHIND THE WORDS.

**01**

### UNDERSTAND

Your experience

>

**02**

### POSITION

Your value

>

**03**

### PRESENT

Your identity

## YOUR REPUTATION DESERVES A DELIBERATE STRATEGY.

Speak with PRYDIN to explore the right fit for your goals.

Outcomes vary by experience, market and ongoing activity.