

**BRANDYOU BOOTCAMP:**

# SESSION 1

WITH MIKE KIM



# BRAND YOU BOOTCAMP: SESSION 1

In this first session, we are going to set the foundation for CLARITY on what you need to successfully start your side-hustle.

Most would-be side-hustlers aren't just looking to make an extra buck. If you're going to start a business, why start one that you're NOT passionate about?

What most of us dream of is doing work we love and believe in everyday. We're driven by a cause or a mission — and to attract the energy that will power us through the quitting points requires that we tap into our emotions.

In this first session, you'll be asked to tap the emotions of why you want to start your side-hustle, and what you want your side-hustle to be.

You're also going to learn about the two main types of personal brand businesses, and get a 3-year preview of what each of them look like.

You will also learn the #1 struggle people have in starting their side-hustle (based on thousands of responses) so that we can set a course for success.

I'm thrilled to have you here.

Cheerfully,

  
Mike Kim

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The Most Common Struggle for Would-Be Side-Hustlers Is

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The Second-Most Common Struggle Is

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The Third-Most Common Struggle Is

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If you're the only one in your circle that believes a new life is possible, it might be time to join a rectangle or something.

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## 3 QUESTIONS THAT LEAD TO CLARITY

Clarity comes through a marriage of

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1. What Pisses You Off?

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2. What Breaks Your Heart?

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3. What Is the Big Problem You're Trying to Solve?

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## THE TWO MAIN TYPES OF ENTREPRENEURS IN PERSONAL BRAND BUSINESSES:

Business is nothing more than solving a problem for a

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The \_\_\_\_\_ Preneur

The advantage here is that you can offer solutions immediately. The disadvantage is you will have an insane amount of competition.

The \_\_\_\_\_ Preneur.

The advantage here is that you will not have a lot of competition. The disadvantage is that you must convince people of a \_\_\_\_\_ they don't think they have.

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## ACTION ITEMS:

1. FULLY Answer the 3 Questions That Lead to Clarity.

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2. Write down which type of Entrepreneur you think you are. If you're still confused, work through it and narrow it down. Be brutally honest.

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