



M MIKE KIM PRESENTS:

YOU ARE THE BRAND FOUNDER'S MAGAZINE

20 Real-Life Success Stories Of People
Who “Made The Leap” Into Doing
Work They Love And Believe In.



A Letter From the Editor

Dear Friend,

Thanks for picking up this bonus guide for my book, *You Are the Brand*. Over the years, I've published content similar to this in hopes that curating stories of real-life people "making the leap" into their own full-time expert business will inspire you and other readers.

The expert space is a unique industry. You can't get bank loans for your personal brand business. You can't round up angel investors or venture capital for your coaching practice, YouTube channel, or book. You can't buy influence, connections, or mailing lists. Everyone starts from zero. Indeed, you are the brand.

In nearly every case I've seen, a personal brand business starts as a side-hustle. Some people go full-time while others choose to keep it as a side-hustle. Most people languish somewhere in between: they want to start a side-hustle but struggle to get things off the ground or scale revenue enough to go full-time.

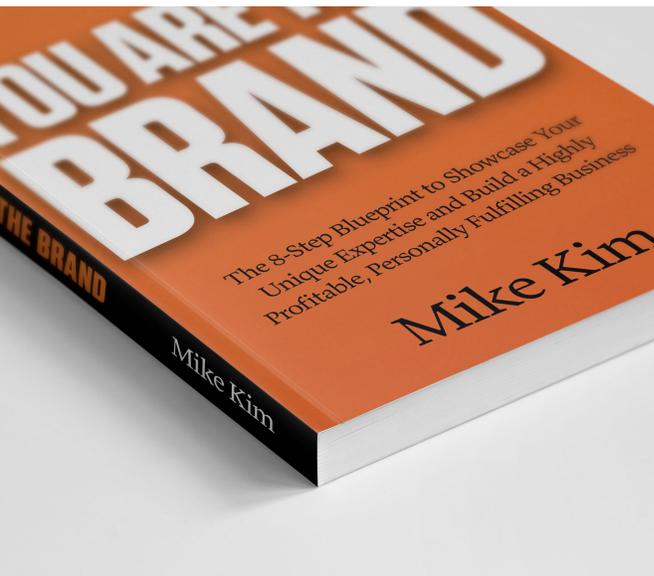
Regardless of where you stand on this spectrum, building a business around your ideas, expertise, reputation, and personality is a lonely journey. That's why I called on some of my best friends, colleagues, and readers to share their stories. While tips and tactics are great, there's one thing I feel may help you more:

Knowing you are not alone.

That's the singular goal of this magazine: to give you a wide array of people and personalities for you to identify with. This is a powerhouse group. The folks inside hail from a variety of industries: big companies, small business, media, law, ministry, government, politics -- the list goes on.

Whether they were frustrated, fed up, or fired, these folks have one thing in common: they made the rare decision to take charge of their lives and do work they believe in.

A Note on Storytelling



In Chapter 4 of *You Are the Brand*, you'll read about the three types of stories every personal brand should be able to convey. Allow me to summarize them here:

1. The Founder Story
2. The Business Story
3. The Customer Story

In the book, I talk about an easy way to tell these stories: share the inciting incident and resolution to the story. That should give you enough to tell a quick story that gives context to prospects for what you do. This is how I framed the questions during the interviews you're about to read.

If you picked up a copy of this magazine during the launch of *You Are the Brand*, be sure to join the live coaching call I'm hosting to walk you through this guide. I'll have several of the folks featured here on the call and you'll be able to ask clarifying questions and glean further insights.

I've seen many people walk the road from startup to side-hustle to full-time occupation and every person's path is different. This is why I created this guide. I don't want anyone who reads *You Are the Brand* or hears my story to think that my path is the only way. That's irresponsible and simply wrong.

Thankfully, you're about to get around a few other people who will encourage you. The stories inside are proof that you're not crazy. Open your heart to new possibilities. It's time to live your message, love your work, and leave your mark on the world.

Mike Kim

Author, *You Are the Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business*

YOU ARE THE BRAND

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This issue contains 20 real-life success stories of everyday people who made the extraordinary decision to stop drifting through life to do work that matters.

You'll learn from their ups and downs, gain valuable insights, and find out how they successfully navigated their career pivot into a life they love and believe in.

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Ray Edwards:

From Radio Executive to Copywriter and Business Coach

Ray Edwards is a business coach and author of *How To Write Copy That Sells*. Prior to this, Ray was an executive in the radio broadcasting, an industry he was in for 30 years.

What prompted your career change?

Simple: radio was dying a slow, painful death; a death inflicted by the newcomer to media: the internet.

What was the most important mindset shift you made?

Realizing that working for a big corporation was not secure. As downsizing began to take place, I saw jobs vanish by the hundreds, then by the thousands. Owning my own business was the ultimate security: I was always in control of the business decisions and in no danger of being fired. The ultimate security comes from being in control of your own destiny.



What action steps did you take to move forward?

The most important thing I did at the time was to put the work in before I left my previous position. By the time I left my corporate job, my business income (from private clients) was equal to my regular salary; there was no “rice and beans” transition. This had the rather pleasant effect of reassuring my wife that I had not gone clinically insane!

Anything that caught you by surprise (good or bad) during this transition?

I was a much more unreasonable boss than any I had ever worked for in corporate America! I demanded more hours, effort, and perfection than I had ever been asked for in my previous jobs. I had to learn to be as reasonable with myself as I would have been with an employee. When you are your own boss, it's very easy to end up working for a crazy person with no sense of personal boundaries.

What would you have missed out on had you never made the leap?

I would've missed out on the joy of being in control of my own schedule. I would've missed out on several trips across the country in my RV, and the ability to take a leisurely pace to spend quality time with my wife and son. We took three months one summer to tour the U.S. I didn't have to ask anyone's permission, I just did it and the business rolled on right along with us.

Life is a grand adventure; don't trade that for punching a time clock!

I also would have missed out on meeting some of the most interesting people I've ever met. Some of the best friendships I've ever had in my life came about because I found my “tribe” -- entrepreneurs, creatives, independent business people of all types.

So many of the opportunities that were only vague fantasies for me in 2005 are now my daily reality. People who were my “heroes” are now actually my friends.

The wildest fantasies I had about what life would be like when I became “totally successful” pale in comparison to the realities of how good life is right now. Not because it is perfect. It isn't. But what excites me is I have the freedom to explore life at new levels, with people I enjoy being around, in ways that were never available to me before.

Life is a grand adventure; don't trade that for punching a time clock!



Alex Yu:

Leveraging the Power of Personal Branding to Skyrocket Real Estate Success

Alex Yu has been a licensed real estate broker in Coastal Orange County in California for over a decade. He consistently ranks in the top 1% of productive agents across the country.

Why should real estate agents use personal branding to drive business?

When I first became an agent, I was told the best thing I could do was R&D. From business school, I thought that was “Research” and “Development,” but I was told that it was “Ripoff” and “Duplicate.”

Imagine over 20,000 agents in one county, copying each other. Each agent is a watered down version of the one next to them. The average consumer is left to decide on which listing agent to hire based on the price they state the home will sell for, and/or the cost they charge to market the home. The truth is that both of these numbers can be arbitrarily changed to “win” the contract, often leading to lackluster results.

Some of the best agents in the real estate industry are unable to



convey their value with a story or process. The successful agents of tomorrow need to focus on creating a brand that demonstrates both character and competence so that they can help their clients win together.

What was the most important mindset shift that helped you make the leap to entrepreneurship?

I was “brainwashed” at an early age to want to get a 9-5 job. My parents told me that it’s safer to work for someone else since they will pay your salary and give you benefits. When I was in my teens, I saw my dad get laid off by his employers when the economy shifted.

The second time he was laid off, our family had just purchased a second home. I can remember sitting in the oversized chair at the bank and seeing my dad’s despair as he had to figure out how he was going to pay two mortgages and feed his family without a job. I wanted to be an entrepreneur because that meant that I could never be laid off.

What action step or steps did you take to move forward?

When I moved into real estate, I saved six months of income and created a business plan. After speaking with a wide variety of real estate agents, I realized that many agents ran their businesses like a hobby. These agents would come out of the woodwork when the market was hot and would disappear and get a job when the market was cool.

We call those relatively successful agents: they are successful when the market is hot and they have relatives who are looking to buy or sell real estate.

Be authentic with your message and you will attract the right customers.

What would you have missed out on had you never made this pivot?

If I never made this pivot, I wouldn’t have a real estate business that is the proving ground for growing a brand based real estate practice. And today, I enjoy seeing the successes of agents and lenders who are implementing branding strategies. As an added benefit, I am able to dedicate more time focusing on the causes that matter to me in animal wellness, family welfare, and homelessness.

Say a friend is thinking of starting a personal brand business and asks for some pointers. What’s the most important thing you would tell him or her?

Be authentic with your message and you will attract the right customers. Your message may repel others. If you want to bake a cake, you are going to have to break some eggs.



Michael Hyatt is a *New York Times* best-selling author and business coach. Prior to this, he was CEO of Thomas Nelson Publishers.

With such an influential position, why did you decide to go out on your own?

I got into publishing because I love ideas, helping authors, and publishing books. The problem was that as I continued to get promoted, all my time was spent on non-book activity! We could've been making corkscrews, it wouldn't have mattered. It was about keeping the board happy, keeping investors happy, keeping banks happy, all that kind of stuff.

I started blogging in 2004 as a way of clarifying my own thinking and to offer leadership to my industry. I discovered all my creative expression was finding its outlet there. It quickly became apparent to me that my day job was something I hated. I was getting all the juice and the enjoyment from my blog and speaking.

Michael Hyatt:

From Hidden CEO to Best-Selling Author



I considered what a week would look like if I had 100% control, with no incoming distractions. Then I began to put some structure around that...

I saw that these two things were like a boat pulling away from the dock. I was trying to keep one foot on each and was going to end up in a chicken wing if I didn't make a decision. I said, "It's now or never. I've always wanted to speak, and to write, and have a bigger impact on people. I'm going to choose to leave this very comfortable, very high-paying job and go do something a little bit scary because if I don't, I'm going to end up in a few years with a lot of regret."

What was the biggest surprise (good or bad) that you experienced after making the jump?

I had two full-time executive assistants when I was CEO. I didn't think about other tasks; I just gave it to somebody and it happened magically. All the stuff I took for granted was swamping me.

When I was working in the corporate world, I had to build my platform in the margins of my life. After the leap, it was really tough to be disciplined. I found all kinds of distractions because I had all day, so I took all day.

I think a lot of people think if they could go full-time that all their problems would be solved, that they would suddenly have time to really build their platform. I was actually more efficient when I was busy. It took particularly focused attention to get that kind of discipline and put it into my life when all the borders were gone.

What would you say to a friend looking to make the leap?

One of the first things I did was I went back to my concept of an ideal week when you're on your own. I considered what a week would look like if I had 100% control, with no incoming distractions. Then I began to put some structure around that and started organizing my day by themes: Monday is my time for any internal meetings with my team. Tuesday, Wednesday, and Thursdays are my days for creating content, or delivering it. Fridays are the one day I do external meetings.

That started giving me a structure and a way to organize my day and my time and gave me some accountability. Now, I have a pattern for an ideal week that I can snap back into so I'm not just left rudderless drifting through life, hoping that I reach some destination.



Lindsey Hartz is the creator of [IgniteYourBookMarketing.com](https://www.igniteyourbookmarketing.com). She helps authors create marketing campaigns, successful launches, and meaningful income for books that transform lives.

What was the catalyst for you pivoting into the personal brand space?

In 2006, I was experiencing a series of tragedies and setbacks that left me reeling. A friend sent me to a bookstore to get a specific book, but another book on the end of each aisle kept catching my attention. Its title, subtitle, and cover did its job! I picked up that book and flipped open to a random chapter.

The first page of that chapter cracked my heart open, shone a light inside, and showed me there was hope and goodness in my future. It wound up becoming the catalyst for a complete pivot in my personal, professional, and faith life.

I left my corporate career in business, marketing, and project management in 2007, spent several years in therapy, and started writing and connecting with other writers as part of that therapy.

Lindsey Hartz:

How One Book Changed My Life and Launched My Book Agency



How do you make a living now?

As my writing friendships grew, I realized that many of my author friends hated marketing, and that I had the unique ability to be a creative writer myself but also understood the strategy, planning and process that needed to take place to get books out into the world.

I teach authors how to launch a bestselling book without losing their mind (or soul) with simple strategic marketing campaigns. The focus is on the transformation and momentum that is possible for readers if they read the books my clients write.

All this is driven by a desire to pay forward the gift I'd been given through a chance encounter with that book. It planted seeds of hope and power in me that I am still seeing fulfilled 15 years later and has expanded outward through my agency, my authors, and their readers 10,000 fold. It's humbling and beautiful to be a part of.

What was the most important mindset shift that helped you make the leap to entrepreneurship?

Throughout the years I have asked myself questions like ... Am I healed enough to be helpful instead of just displaying my pain? Am I being self-centered by sharing my story? Am I too much? Am I too little? Does my voice in the vast ocean of online space matter? What if people don't want to hear what I have to say? What if people question my reality? Who am I to think I can be used in a way that will change people's lives for the better? Will I EVER feel fully confident in myself, my calling, and my abilities? The list went on and on.

The biggest shift I have continuously had to make to work through these doubts and questions has always been a choice ... a deliberate turning away from doubt and fear to a focus on assurance through my faith and what I am called to do.

a deliberate turning away from doubt and fear...

What would you have missed out on had you never made this pivot?

Oh my word, this question made me cry, like instantly. Everything! I would have missed becoming the me I always was, hiding and buried under death and destruction and harm I caused to myself and others heaped on me. I would have missed growing into a healthy, healed, whole woman determined to bring others with her on that journey of hope and healing.

People long for true, deep connection, and that realness and your ability to channel all of that into the lessons you've learned, the growth you've experienced, and the reality of what it is like to navigate this beautiful, messy thing called life is what gives us all a common ground to stand on.



Pat Flynn:

From Architect to Online Superstar

Pat Flynn is host of the Smart Passive Income and co-founder of Switchpod, a minimal handheld tripod for creators. Prior to this, Pat was an architect.

What's the story behind your pivot into online business?

I began my architecture career as an entry-level drafter. I started at the lowest level and busted my butt to learn everything possible. Eventually, I became the youngest person (24 years old) in my firm's history to be promoted to job captain, meaning I had clients of my own.

Then it happened: June 17, 2008. I remember that day so clearly; the smell in the office, the weather, everything. You don't forget things like that. When you're told that everything you've been working so hard for is gone, it's tough. I didn't have a Plan B. I was devoting all my energy to architecture.



Getting laid off forced me to see other options. I launched Green Exam Academy selling study guides for the LEED Exam and discovered online business and internet marketing. I connected with good people who were doing things in a way that resonated with me: provide value first. That became my mantra, to serve an audience first and get paid later.

What mindset shift helped make your pivot successful?

You don't have to know everything to start. You just need to start and can figure out the rest along the way. Failure points don't mean it's the end. You need the mindset of "Okay, that didn't work. What can I do now?" instead of "Oh this didn't work, I'm going to give up."

What would you have missed out on had you never made this pivot?

I've grown a lot as a person in terms of confidence. I've become more confident in my own abilities, and that only came from doing. Getting forced out of architecture, connecting with the right people, and receiving a lot of encouragement from people slowly built confidence in me. It helped me reach many milestones along the way.

Now, I'm able to take these skills I've learned along the way and turn them into something even bigger. I'm doing a lot of philanthropy now, something I've always wanted to do. Several years ago I did a birthday campaign to build schools in Ghana. That was incredibly life-changing for me.

Most importantly, I'm able to spend more time with my family. I work from my home office, and I've seen my kids through all of their "firsts" through every single day of their lives except when I'm on a trip. They are starting to absorb what it's like to have this kind of control of how you want to live your life.

You don't have to know everything to start.

What advice do you have for someone considering making a career pivot?

The most important thing is whether or not the business you build actually fits into the life you want. I know a lot of successful entrepreneurs who are incredibly successful on paper. They make a ton of money and have a lot of customers, but when I talk to them we get into deep conversations and it's clear they're not happy.

I created a life I want and have work that supports it. That's the cool thing about being an entrepreneur. You can shape it in any which way you want and I'm just so thankful for that.



Duane Zingale:

From Missions Work to Marketing Movements

Duane Zingale loves figuring out how to stack the tech blocks so you don't have to. When he is not lost in a Lego Fairytale with his two amazing daughters, he is likely to be found geeking out on building relationship-based marketing systems with his LISTEN Framework™.

You talk a lot about “listening” when it comes to building marketing systems. Where does that stem from?

When I was six years old, my father ended up going to prison. This left my mother stretched super thin and I was often left to my own devices. Through that lonely season, I felt I had no one to just listen to me and show me the ropes. And thus began a 30 year journey of looking for a mentor.

I just wanted to feel heard and be led in the right direction. Yet every time I came across a potential guide, they just gave me Bible verse Band-Aids and cute clichés. These slogan driven, “leaders”



I discovered the personal healing that happened when I tapped into my origin story.

pissed me off because they lacked something which I wanted: an empathetic connection.

I wanted to belong. I wanted to become someone. I wanted a leader to mentor me toward reaching my ambitions!

It breaks my heart to see people who need a coach, just like I needed one, and not find one. This is because coaches aren't getting their messages out there.

Because of this, I decided I'm going to be the kind of person who listens and who connects genuine leaders with their tribe!

How did you make a living before starting your business? What was your "old normal" life like?

I served in full-time Christian missions for nine years. The ministry life was one of adventure around the world, endless financial stress, and flying by the seat of my pants. I served in a small leadership development ministry, running leadership development camps around China and India.

It was constantly like a startup. I wore every hat: fundraiser, web developer, leader, curriculum curator, coach, accountant, travel guide, translator, etc.

While the adventure was fun, and even fulfilling, it was not an environment I wanted to raise my newborn daughters in. This became ever more real as my second daughter had special needs.

What was the most important mindset shift that helped you make the leap to entrepreneurship?

To put it bluntly, I had pride in my poverty. I found myself believing that the farthest I could stretch a dollar was the most honorable thing to do. By shifting from a poverty mindset to a financial abundance mindset, I was set free to realize I can make a bigger impact by increasing my wealth, and the wealth of others.

Poverty, no matter how far a dollar stretched, made minimal impact. Living from an attitude that a rising tide lifts all boats changed how I approach everything!

Was there anything that caught you by surprise, good or bad, during your transition?

The biggest surprise I discovered was the personal healing that happened when I tapped into my origin story.

I didn't expect to unearth something from my childhood and almost cry. While working on my personal brand story, I found a counseling session hidden in a simple conversation with a mentor helping me differentiate my marketing message.



Jeff Brown:

**From 14 Years in Radio to
Four Time Best Business
Podcast Nominee**

Jeff Brown is the host of the award-winning Read to Lead Podcast, which features top business and personal development books and their authors. He is also the author of the new book, *Read to Lead: The Simple Habit That Expands Your Influence and Boosts Your Career*.

What did you do prior to rockin' the airwaves with one of the best podcasts on the planet?

I spent 26 years in radio from 1987 to 2013. On June 17, 2013, after fourteen years with my last company, I was let go. Fortunately, my wife and I discussed my leaving that company at the end of that same year. Being let go just meant moving that timeline up about six months.



You obviously had a pivot on your mind prior to what took place. What prompted that?

I went from thinking that working for someone else was the only option in life to realizing that true freedom was in working for me. For a long time I viewed safety and security as benefits: a health plan, vacation days, and a paycheck every other Friday. That changed when I realized those things could be taken away from you easily and through no fault of your own. I decided to start taking control of that.

How did you weather the sudden changes financially?

It was working a side hustle in the margins of my life before having to depend on it. About three years before my forced pivot happened, I began developing mobile apps for small businesses. It was fun and great extra income. When I was let go, I jumped into that 100% and earned a pretty good living for the first six to eight months.

Within thirty days of being let go, I was able to invoice twice as much my monthly salary from my previous job. It would be another few weeks or months before all that money came in, but that's when I knew I was going to be okay.

What was the biggest surprise, good or bad, that you experienced?

How my network rallied around me. I think that happened because in the years leading up to my pivot, I did a good job of spreading other people's messages. Launching my podcast happened to coincide with being let go; I was let go in June 2013 and my show launched in July 2013.

Start in the margins of life and build the thing you ultimately want to do.

I knew long-term podcasting was going to be a part of my personal brand and when I needed help spreading my message, it felt like people stood in line and were ready to do so. That was a pleasant surprise for me.

What would you say to someone starting out?

Start in the margins of life and build the thing you ultimately want to do. It doesn't even necessarily have to be the thing that you intend to do long-term as in my case, just start before you have to depend on it.

People who take action are the exception, not the rule. It's not enough anymore just to have knowledge; you have to be willing to act upon it, to take ideas and put them into action.



Kelly Baader is the author of the bestselling book *A Little Girl Called Grace* and has spoken on business stages like TED, Youpreneur, and the International John Maxwell Certification event. She is the host of the top-ranked Christian CEO Podcast. Kelly is based in Switzerland.

How did you make a living before starting your business?

I was a corporate executive in the luxury hospitality industry. My life consisted of 14-16 hour-long days for 6-7 days a week because weekends and holidays are the peak season in the hotel industry. I enjoyed serving people and created many memorable experiences for them but I was way too busy.

What was the catalyst for you pivoting into the personal brand space?

In Taiwanese culture, I was considered worthless as I was the child of the mistress. I can't count how often my mother moved us from place to place because she couldn't pay the rent after

Kelly Baader:

From Luxury Hospitality Executive to Best-Selling Author



my father abandoned us. For over a decade of my life I never knew what would happen at night because of family violence and abuse.

During that time (and in many parts of the world today) girls and women were perceived as property of men. This continued to follow me through my years in university and while climbing the corporate ladder. Not only did I become one of the youngest executives, I was a female! I remember being at an executive meeting only to realize there wasn't even a lady's room on the floor!

Later in the entrepreneurial journey, I was told by a business coach that because of my accent, I should forget about starting a business in English, not to mention writing a book or launching a podcast. Well, life messed with the wrong girl!

What was the most important mindset shift that helped you make the leap to entrepreneurship?

Competence breeds confidence. Unlike in the corporate world, there's no hierarchy in the entrepreneurial journey. The real competitor isn't anyone else but myself, yet I didn't assume my corporate experience was enough.

I invested in personal development and business programs, and hired coaches. The same year I got certified from the International Coach Federation. That has allowed me to teach and mentor business leaders around my Power of One Framework™. As you can see from my story, identity is so important.

Was there anything that caught you by surprise, good or bad, during your transition?

I needed to start building a new set of habits and routines to ensure my priority and productivity. Entrepreneurship allows you to do what you want, when you want, with who you want. That sounds great, but it only works if you have established a solid daily schedule.

Thankfully as a mom of two young children, I was forced to think creatively and diligently to set up focused time blocks for family, business, and self-care. Self-care is crucial because you are the most important asset in your business.

Say a friend is thinking of starting a personal brand business and asks for some pointers. What's the most important thing you would tell him or her?

I love this phrase from the Mulan movie: "There's no courage without fear." It's normal for you to feel afraid even after all the research you have done, but the only way you would know whether it will work or not is to do it. To find that confidence, you must build your competence and the only way to have it is to take massive action.



Lyss House is a brand strategist and business coach with a background in design. For years, Lyss was a brand designer at a successful multi-million dollar corporation in New York. Today she helps influential entrepreneurs build confident brands that reflect the quality of their expertise and services.

How did you make a living before starting your business?

I worked corporate job after job, unsatisfied with purposeless work and no work-life balance. In creative and artistic jobs (which I loved), I was making so little money that I could barely pay my bills. In sales jobs, I was a high performer but didn't fit into "hustle" culture. I never felt like I fit into the boxes that bosses and co-workers tried to put me in.

What was the transition for you like?

I hustled like I never had before as a freelancer working for a diverse profile of agencies, small businesses,

Lyss House:

Making the Shift From Freelancer to CEO and Building Confident Brands



and entrepreneurs. Looking back it was an isolating and unhealthy time, but it helped me build the skills and portfolio I have now.

What is one mindset shift you made to power you through the turn?

I had tons of dreams, plans, and goals, yet never had a timeline for them. I always thought, "Someday I will have enough time, money, or help so that I can charge what I deserve, work less, and do more of what I love." I never actually knew when that would happen.

One day in a meditation session during a business retreat, I realized that "someday" was a distant dream and had no roots in reality. This thought required me to ask myself what my life would actually look like if I worked towards the life I wanted.

What action steps did you take after that?

I made the shift from freelancer to CEO. I left agency contracts that weren't serving me. I also invested in support through coaching. I got clear on my offerings, raised my prices, and started outsourcing and delegating. These steps allowed me to start running my business instead of letting it run me. I discovered that when I'm my best self in all areas of my life, I'm the best CEO of my company.

Was there anything that caught you by surprise...

While our virtual world can feel isolating, it has been surprising to find amazing communities and networks with other entrepreneurs. It's crazy that I have friends around the world, some whom I've never met, yet work with all the time and call close friends!

What would you have missed out on...

Becoming my truest self. This path has allowed me to evaluate my needs, wants, past, hopes, and dreams. I now create space for myself, especially for my mental, emotional, and physical health. I take time for my loved ones and feel more present in everyday life. I'm able to travel which teaches me about the world and helps push me out of my comfort zone.

Say a friend is thinking...

Business isn't personal. Entrepreneurship feels very personal because it is a vulnerable choice to put ourselves out into the world in the ways that we do. If you don't close a deal with a dream client, you have the choice to view this as a personal rejection, or a business partnership that wasn't the right fit. If you are able to remove the emotions from this equation (which isn't always easy!) you will be able to recover quickly, find aligned partnerships, and increase your impact and income over time.



Kate Erickson:

From Scattered Careers to Speaker, Podcaster, and Entrepreneur on Fire

Kate Erickson is a speaker, podcaster, and content creator at Entrepreneurs On Fire, an online that equips entrepreneurs through practical resources.

Kate, can you give us some back story to your career?

I graduated college with an English degree and started working for a small private bank at \$18 an hour as a commercial loan processor.

Processing loans wasn't what I wanted to do long-term but because it afforded me incredible experiences like traveling with friends and weekends with my family, I didn't think about changing my situation.

One day, I had it. I walked into my boss's office, and I told him I was quitting. I didn't want to be in banking any longer and that I was off to pursue my dreams. I moved to California to pursue my Master's degree in English and follow my dream of becoming a college professor.



When I graduated in 2008, I was thrown into an educational system that had been stripped of its funding. Pink slips were flying through the air and professors who had been teaching for 10+ years were at risk of losing their jobs.

What happened next?

Within two months after graduation I was back at a bank -- this time in the Human Resources department preparing separation packages for the hundreds of layoffs the bank made at that time. I was lucky in a sense to have this twisted sort of job security, but felt like I was wasting my time. I wasn't even doing what I wanted to be doing: teaching.

I started to look for ways I could practice my love for teaching and writing. I launched a business called Kate's Copy to utilize my skills, passions and expertise to enhance the online marketing and branding of local businesses. It was my first entrepreneurial venture, but it failed.

I started my next corporate love affair at an advertising agency as an account executive. It was fun, challenging, and blew all my education and previous work experiences out of the water. But I eventually realized (all over again) that corporate America wasn't for me.

In January 2013 my boyfriend, John Lee Dumas, emailed me at work and told me he was going to quit his job in commercial real estate. When I came home, he shared his vision for a podcast he would call Entrepreneurs On Fire.

He had asked if I would consider joining him and we could be partners. Not loving my job combined with the opportunity to join John and help make a huge impact finally pushed me to quitting in April of that year.

If I'm not happy with my current situation I'm the one that has to take action and make a change.

What are some mindset shifts that helped you keep going?

That creating the life I want to live is 100% up to me. If I'm not happy with my current situation I'm the one that has to take action and make a change.

It's a strange feeling to go from having someone else tell you how to spend your time to being in full control of what you get accomplished in a day. Don't let the feeling of "I'm not getting enough done" frustrate you to the point of quitting.

Take time to reflect back on your day every single day and be proud of the work you've accomplished. Momentum is so powerful and if you can't show yourself that you are making steps forward, even small ones, it's going to be really tough to build that momentum.



Geoff Kullman is a direct-response copywriter and brand strategist who helps personal brand businesses build deep connections with their audience and launch 6- and 7-figure digital products. He's worked with some of the world's most influential thought leaders including Dr. Daniel Amen, Joseph McClendon III, Scott Oldford, Mike Kim, Paul Martinelli, Dr. Amy Johnson, and many more.

Geoff Kullman:

**Using the Power of Words
to Weave Together
a New Life**

How did you get into copywriting?

I barely spoke before the age of five.

The joke in my family was that I didn't need to speak because my older brother talked enough for the two of us. He always did have the gift of the gab. Why speak when I could be spoken for?

Eventually, I found my voice through words. Written words. Stories. I wrote my first chapter book at eight years old, a story where I was the hero and everyone could hear my voice. Where everyone would celebrate my voice.



I know now that I wasn't alone. Even as adults, we often struggle to find our voice or our words. Even though we have incredible ideas that the world needs to hear, it still feels safer to let the noise from others overtake us and silence our voice.

Now, having found my voice (first through writing, then from stage), it breaks my heart to see others struggle to have their message heard.

The world needs to hear from the shy, the bumbling, and the brilliant. Maybe they just need help to find the right words to say!

Some might say I gradually "fell into" becoming a copywriter. I would say, "I was born for this!"

How did you make a living before starting your business? What was your "old normal" life like?

"I don't believe the story anymore!"

I've always loved stories. As a kid, I wrote stories nonstop. Those stories, I realized from a young age, gave me the ability to create a world where anything could happen and anyone could rise to be a hero.

But on January 7, 2018, I stepped onto the stage at church and told the congregation, "I can no longer lead you. I don't believe the story anymore!"

And so, no longer being a pastor, I relied on the skill I've been honing since I was a kid - using my words to create worlds...

The world needs to hear from the shy, the bumbling, and the brilliant. Maybe they just need help to find the right words to say!

How do you make a living now? (What is the big problem you solve?)

I help personal brand businesses find their voice, discover their story, and declare their message to the world.

What was the most important mindset shift that helped you make the leap to entrepreneurship?

My words matter. The world is a better place when I use my words (and help others use theirs, too!).



Steven Thrasher:

How To Use Personal Branding to Skyrocket Your Private Practice

Steven Thrasher is an intellectual property attorney based in Dallas, TX. He is a terrific example of how to use personal branding to grow your business, even in a niche market like IP law.

What was the catalyst for you marketing your practice using your personal brand?

After being hit by a car a decade ago, I went on multi-year hiatus from my law practice. Once recovered, my focus shifted to re-starting the practice but none-of the marketing that once reliably brought in clients worked ... not even television or radio appearances! Losses were mounting as well-over \$100,000 disappeared down the black-hole of mass marketing and PR.

In 2015 an ad popped up into my YouTube feed. It was an online marketer and what he said made sense. Fast-forward two years later and I met Mike Kim.



Mike's story-based approach to attracting customers and clients immediately resonated. After attending one of his workshops and incorporating his training in my webpages, almost miraculously my page rankings increased and new clients wanted to sign up.

I realized that online business takes PRACTICE -- just like learning to play an instrument or riding a bike. Mastery takes practice.

Was there anything that caught you by surprise, good or bad, during that transition?

My biggest surprise (as an attorney) was that no one has ever complained that my personal branding turns them off. I expected judgment and push-back, but there has been zero. The feedback has been overwhelmingly positive.

For the first time in my professional life I'm in control of my calendar, and because online marketing is "always on" I have the freedom to enjoy life again. We can enjoy family time, hikes in the Grand Canyon, and concerts.

What's even more of a surprise are the great people who I've met and worked with. Sharing "wins" with online entrepreneurs is far more fulfilling than rubbing shoulders with the dour and depressing lamentations of struggling lawyers who promote using "respectable" traditional media.

Mastery takes practice.

What would you have missed out on had you never made this pivot?

If I had never pursued online marketing, and specifically incorporating story into my messaging, my belief is that my business would still be struggling (if it would exist at all). What's more, I'd continue to feel unfulfilled and unsatisfied.

Today, I'm out of debt, and even saving for the future. But, even better than being financially secure is that I'm helping people I genuinely like, and who genuinely respect me and honor the value I bring to their business. It's fulfilling to receive the satisfaction that comes from opening notes from grateful clients.

Clients line-up to work with my practice, and my financial situation has dramatically improved.

The coolest part is that now other lawyers come to me and ask "how I did it."



Lisa McGuire:

From Education to Storyteller and Business Strategist

Lisa McGuire helps personal brands stand out in the marketplace by leveraging who they are to attract the right clients with strategy and storytelling.

What was the “inciting incident” or catalyst for you pivoting into the personal brand space?

I was one of the architects of an innovative educational program. It helped students discover their natural gifts so they could choose a future career without wasting money on the wrong college major.

It was a strong marketplace driver of business and had attracted millions of dollars in donations, which taught me the power of storytelling. I loved working in my sweet spot so I could help others do the same.

When a new leader came onboard, a decision was made to shut down the program. It broke my heart that the people we were trying to serve would now have to spend their lives trying to discover who they were while working in jobs chosen for the wrong reason. I knew I could no longer standby and encourage others to “play the game” of living off of someone else’s script.



You don't have to figure everything out before you start and you'll go farther faster if you don't try to do it alone.

What was the most important mindset shift that helped you make the leap to entrepreneurship?

You don't have to figure everything out before you start and you'll go farther faster if you don't try to do it alone. When I look back at where I was, I realize I was living small. Pivoting gave me the chance to meet some truly brilliant and inspiring people. I've been able to travel and have fascinating conversations. I've been able to grow my work beyond what I had ever thought possible.

I discovered that we heal our hearts when we serve the people we used to be. What inspires me most is helping others discover what drives them to do work they love, build a legacy business they will be known for, and create a life story worth telling.

What action steps did you take to move forward?

Someone told me I would have to start networking. That was something I previously avoided. I'm an introvert and I don't like making small talk so I challenged myself with a game. My goal at networking events was to have one meaningful connection and follow up to schedule a coffee meeting. When we met, my goal was to find out what they do, why they went into business, and who they needed to meet to solve a problem. It was never about selling my offers. This method built my brand awareness and before you know it I'd be sitting at a coffee in the middle of a job interview when they wanted to hire me.

Was there anything that caught you by surprise, good or bad, during your transition?

I had always thought if entrepreneurs had a business they must know what they were doing. In truth, most entrepreneurs don't know what they don't know.

Say a friend is thinking of starting a personal brand business and asks for some pointers. What's the most important thing you would tell him or her?

Start by determining what drives the work you want to do. Spend the time to discover who you are versus who you think you should be. Develop a plan to communicate both of those to the world.

People want to do business with people. Use your voice to let them know who you are, who you serve, and why you do the work you have chosen. You will attract the people you need to serve.



Neal Phalora helps high achievers heal their most critical relationships, return to innovation (ROI), and take back their time. He helps his clients create radical change with a 14-year background in transformation and brain science via TheBrainWarrior (TM) Method. Neal's coaching work has been featured in national TV spots, The Huffington Post, and Walk the Talk Speaker.

Neal Phalora:

From Corporate Traveler to Mindset Coach and Life Healer

What was the “inciting incident” or catalyst for you pivoting into the personal brand space?

I thought I had made it in the corporate world, when I landed a business development job. We were an elite sales force creating business relationships off the radar and freely using an 80,000 person company's resources to do so.

However my job required 80% travel. I traveled all over the U.S. and some abroad. Truth be told, business travel sucks. People would often ask me where I would be going next with air



You must think and feel greater than you are.

envy. What they did not understand was that my day would be 14 hours long, mostly stuck in a plane, shuttle, terminal, or hotel room.

I was that guy who provided disruption and started a conversation by asking, “What’s good today?” I was good at my job, but for a whole other reason. I craved connection and I saw how disconnected people were from themselves, each other, and their dreams.

I began connecting with many of my customers deeply and vulnerably. I began coaching them on getting a different job, better relationship, or healthy way of life. To my surprise people were very willing to get deep and personal. There was a lot of pain as they transitioned into adults and let go of dreams.

It sounds like you found something you really resonated with!

Life as an adult sucks because many of its rules (myths) did not make sense. I ended up connecting with many people at companies, coffee spots, and airports. They were starving to share their dreams again.

I could no longer accept a life filled with so many myths of adulthood. I had to find a way to recapture my awe, wonderment, and my imagination.

What is your “new normal” life like now?

I have two amazing kids that I have been home to see those once and lifetime moments. I wanted to model for myself and my kids what it meant to dream and that can be accomplished at any age. I have gotten to travel the world. I have been able to start four different businesses in completely different verticals. I get to live a life worth modeling. I have sourced emotional peership with my partner, someone who is proud of me and legitimately in my corner. The freedom and growth that I have as a result of creating my own path is immeasurable.

What was the most important mindset shift that helped you make the leap to entrepreneurship?

To visualize your outcomes far before they arrive. The key is to supercharge it with emotion. You must think and feel greater than you are. If you become the person far in advance of the change, you will arrive.

If you’re starting down this path, know that this will ultimately be a battle of belief. Outside forces can never compare to what you can accomplish if you get out of your own way. When you know your way nobody can be in it.



Robby Fowler:

People Pitch to Everybody, Get Heard By Nobody, and Settle For Anybody

Robby Fowler is a brand strategist and marketer who helps personal brands stand out from the crowd and serve the socks off their customers.

What was the catalyst for you approaching business the way you do?

When I was in the 5th grade, my family moved from the big city of Dallas to a tiny suburb 25 miles north. As a kid, the possibility of moving had never crossed my mind. In one short conversation with my parents, my whole world changed. I went from close friends who were mostly black, to a small city that was remarkably white. I didn't know what to make of it. I'll never forget that feeling.

Fast forward 30 years. I'm working as a pastor in a college town. It's Super Bowl Sunday. I take a quick scan around my living room during the 2nd quarter of the game. There are Saudi students, Chinese students, Indian students, Sri Lankan students, Nepalese students... all hanging out with several black college athletes at my house.



How did you make a living before starting your business? What was your “old normal” life like?

When I was fresh out of grad school, I started my own branding, marketing, and web design business. It wasn't by choice, I was working for a tech startup when 9/11 brought our industry to its knees. You learn a lot of random skills when working at a startup, so with an 18-month old and another on the way, I had mouths to feed.

I kept my business going for the next 15 years doing mostly visual branding and web design work. I realized that, coupled with my church background, I really cared about what people say and how they say it — and I had the skills to help them.

What drove you to switch from agency and freelance work to coaching and consulting?

As I worked with brands and businesses on their websites or visual identity, the same challenges kept popping up. Strategy for the future always gets swallowed up by the necessity of now. It's almost as if customers exist to keep a business going, not the other way around.

Desperate, they pitch to EVERYBODY, get heard by NOBODY, and settle for ANYBODY. I help them position, pitch, and profit from their brand out of a radical empathy for their customers. They gather happy buyers and grateful fans around a life-giving brand.

How did you create your own framework?

The answer: radical empathy. Empathy is sharing another's pain without sharing their experience. I've never been an

international student thousands of miles from home. I've certainly never been a black college athlete from a predominantly black high school going to a predominantly white college.

But through radical empathy, I can begin to align myself with another person and walk in their shoes. This is how we need to approach marketing and business. Radical empathy unlocks the door to radical service. And radical empathy transforms customers into fellow-humans like us.

What was the most important mindset shift?

I used to view my unrelated educational training and eclectic work experiences as a weakness to overcome. A Bachelor in Music Composition and a Master in Theology don't scream “Killer Brand Strategist.” Working in startup companies and church plants for a decade and a half means I didn't work with huge brands like Nike or Google.

But now I realize how all of those experiences help me deeply understand people, simplify complexity, think creativity, and teach strategies in ways that are highly transferable.

I'm not the brand strategist I am today in spite of my 'swiss army knife' background, but because of it. Now I own it. I'm often surprised at what others see as “expertise” that I see as “ordinary.”



David (DK) Kim is a sales trainer and consultant who specializes in B2B sales, SaaS sales, and personal branding. He has worked with some of the top tech brands in real estate technology. He is the host of the New School of Selling podcast, which helps sellers connect with buyers in today's market.

What was the catalyst for you pivoting into the personal brand space?

I worked for a startup company for 7 years and helped take the company from \$2M to \$18M in yearly revenue and from 10 to 250 people. I had to relocate from San Francisco to Charleston, SC where I was tasked to create multiple sales and marketing teams, yet I realized I had no real ownership of the company. I was tired of working to make someone else rich!

I was very grateful that I was given opportunities to try new things and live like an "intrapreneur" but it was time for me to step out and become a real entrepreneur to my own business and serve my tribe.

DK Kim:

From In-House Sales Rep to Launching the New School of Selling



How did you make a living before starting your business? What was your “old normal” life like?

My old normal life was getting paid to come into the office, attend a lot of time-sucking meetings, put out “fires” from co-workers and clients, create endless workflows that people request but don't follow, have 1 on 1 meetings with team members who either make poor excuses or cry that something is not fair, and then give an update report to my boss that everything is ok. Any chance I got to travel for work, I did!

What is your “new normal” life like now?

Today I'm focused on two main things: sharing my expertise on selling through my podcast, New School of Selling, and generating the right clients to coach 1:1 or group coaching. I also sell digital services on the side to keep myself in the trenches and test out new ways to innovate and serve the buyer and pass along my new strategies and tactics to my clients and followers.

What was the most important mindset shift that helped you make the leap to entrepreneurship?

Since your personal brand is personal it starts with the WHO question. Who do you intend on becoming? And who do you need to surround yourself with to become that type of person? Then ask the WHAT question. What type of disciplines, habits and systems do I need to learn to become that person?

Was there anything that caught you by surprise, good or bad, during your transition?

I wasn't as self-disciplined as I thought I was to hit my goals. I felt very alone launching my business without a partner or team so I realized I needed to hire a coach to keep me accountable and join a mastermind group. That gave me the support and wisdom I needed, and I could do the same for them.

What would you have missed out on had you never made this pivot?

I would have missed the opportunity to know who I am and who I want to become in five years. I would have missed being in control of my time and the people I wanted to spend time with. I would have missed my opportunity to move to New York City to start my entrepreneur life. I would have missed having the opportunity to work alongside some of the most brilliant entrepreneurs. I also would have missed the opportunity to share my voice to the world through my podcast.

When starting your personal brand focus harder on building your character than you do on your business because what you become is far more important than what you get. Also these are two must-read books: *The Dip* by Seth Godin and *Atomic Habits* by James Clear.



Dr. Sheila Cornea is a leadership strategist helping ministry leaders launch faith-forward personal brands and lead mission-driven organizations. She is the host of the Gutsy Grace Leadership podcast.

How did you step into speaking and coaching?

It started with Miss Linda, who was the most beautiful woman that a seven year old could look up to. She looked like Linda Carter, the original Wonder Woman. Back then I was so shy that if a teacher in class called my name, I would blush and barely raise my hand.

I met Miss Linda at a tiny church in Greenwood, South Carolina. Every summer would have this summer school, which gave parents a place to send their kids for a week during summer vacation. The week-long program always concluded with a parent night pageant, where we would have this nice little concert and everybody had a part.

Miss Linda said had my sisters and I sing a song for the pageant, and I was mortified. My younger sister, who is the life of the party and loves the stage, was

Sheila Cornea:

From Ministry to the Marketplace



Stay authentic to who you are created to be and what you feel called to do.

giddy. My older sister, who is a take-charge kind of person, told me to get in gear. Me? I thought I was going to die.

All it took was Miss Linda and her belief in me. I sang that song on parent night.

You had an extensive background in ministry and Christian education. Why did you step out of that?

In my ministry work I began to see good people giving up and burning out -- or worse yet, being downsized and left with nothing after dedicating their lives to the ministry.

When my own mentor left ministry due to church hurt, it crushed me. I was determined to help other ministry leaders find the support, income, and tenacity they needed to live out their calling.

What was the most important mindset shift that helped you make the leap?

I had to come to terms with ministering in a new way, outside of the church. I still see my work as my calling; it's just in a different arena. All work that you are called to is noble work.

I joined a mentoring program that helped me build confidence, gain skills, and create a strategic plan. Soon after I hired a coach, who guided me through the first steps of my business.

Was there anything that caught you by surprise, good or bad, during your transition?

The quiet days killed me at first. I was so used to the hustle of activity and flow of people throughout my day. I found new ways to build relationships through online communities and masterminds, which have been life-giving.

Say a friend is thinking of starting a personal brand business and asks for some pointers. What's the most important thing you would tell him or her?

Pace yourself. You don't have to join every course to learn everything in the beginning. Find a coach to help you learn and implement the foundational steps first, start earning some revenue, then implement a growth plan. Most importantly, stay authentic to who you are created to be and what you feel called to do.



Ernie Svenson is a speaker, podcaster, and founder of LawFirm Autopilot where he coaches and provides consultations for small firm lawyers.

I've hung out with you in New Orleans so many times and you've always just been such a happy guy. I can't ever imagine you being miserable! How did this journey start for you?

In 1987, after a two-year federal clerkship, I joined a prestigious New Orleans firm where I worked hard and became a full partner in six years.

I thought this achievement would make me happy but it didn't. Instead I was miserable! I wound up overworked, underpaid, and completely demoralized. Worst of all, I felt powerless to change this situation.

What changed?

I discovered how to use technology to get more of my work done more quickly, easily, and with less stress.

Ernie Svenson:

From Big Time Law Firm to Online Business Serving Other Attorneys



Making a significant change is hard, but doing it without support is even harder.

No one at the firm cared about technology (surprise, surprise). They didn't care much about efficiency either since that meant fewer billable hours.

But in the late 1990's, our corporate clients started getting pickier about their bills. It was obvious that the clients cared about efficiency. It was also clear that computers were starting to enable new kinds of mind-boggling efficiency via automation.

It dawned on me that this kind of efficiency was not only good for clients. It was also good for lawyers, especially ones like me who wanted to practice in a more enjoyable way.

I realized that I couldn't convince my partners to embrace technology so I decided to leave and go out on my own. Naturally, I was afraid I'd fail and have to return to a big firm practice to make the money I was used to making. But my fears turned out to be misplaced. I left the big firm and started my own tech-enabled practice, which was smooth-running, highly profitable, and truly enjoyable.

How did you start LawFirm Autopilot?

Fellow lawyers noticed my bliss and asked me to help them "connect the tech dots" in their practices. I started showing them how to transform their practices like I did mine. At first it was one or two folks, then a dozen, and eventually hundreds. I reached these lawyers easily because I had a popular blog called "Ernie the Attorney," which was the fifth lawyer-blog ever when I launched it in 2002.

How did you monetize your blog?

Lawyer groups around the country invited me to speak at their conferences. I appeared on a bunch of legal podcasts and wrote a few books. All of this expanded my reach and led to me creating a fully-online business (LawFirm Autopilot) where I now do full-time coaching and consulting for solo and small firm lawyers.

And best of all?

I'm happier than I could have ever imagined being back when I was working at that overly bureaucratic big firm.

What advice would you give to a friend looking to step out on their own?

Making a significant change is hard, but doing it without support is even harder. In theory, a lot of people are supporting you and want you to succeed. In practice, not as many do. Not because they don't want to, or because they're bad people.

If you're like most people you've had that experience of not getting support from someone you expected would give it. Some people are just negativity zombies. So don't expect them to be upbeat when they hear about how you plan to try something new. If you want to make big changes to your practice you need to be picky about who you talk to about it.



Chris Niemeyer:

Breaking Away from Politics to Become a Productivity Expert

Chris Niemeyer is an investor, serial entrepreneur, and founder of the FREEDOM Business System™ to help entrepreneurs work smarter, not harder.

How did you make a living before starting your business? What was your “old normal” life like?

My first job was in the business world of politics. President of a large PAC, I burned the candle at both ends (60+ hour work weeks!) and just about burnt out. The money was good, my lifestyle wasn't.

What was the catalyst for change in your life?

After a particularly stressful and busy season, I remember driving home one night and it hit me like a ton of bricks. A Switchfoot song came on the radio, “This Is Your Life, Are You Who You Want To Be?” I broke down in tears and had to pull over. I needed a massive change if I was to be the husband, father, and leader I knew I was called to be.



What were some of the steps you took to move forward?

I fully embraced systematizing, hiring, delegating and leveraging productivity tools so I could work less, make more and have quality time for my family.

Having been a business owner for the past 14 years, I know firsthand the tension between work-life balance. We create these “little babies” called a business idea and watch it take shape and come to life. Early on you may feel like you have to wear all the hats in the business and take on most of the roles to make it a success. We cling tight and don't do a great job delegating or systematizing.

Eventually, you may discover you created a really good job for yourself but you're handcuffed to the business. Add in some real babies and a family into the mix and you have real relationships that could suffer if you're not present.

How do you make a living now?

One thing that breaks my heart are small business owners who are too busy and overwhelmed, and their family gets their leftovers. Most entrepreneurs are the bottleneck to their own growth and get in their own way. This ultimately limits their time and financial freedom to enjoy the benefits a well systematized business can provide. As a business owner, what good is it to have a full bank account but come home to bankrupt relationships? There's a better way.

I help small business owners work less, make more and spend quality time with their families through systematizing their business, delegating well and embracing productivity and technology tools. Through working smarter, not harder they are able to integrate a healthy work/life harmony for more time and financial freedom.

I fully embraced systematizing, hiring, delegating and leveraging productivity tools so I could work less, make more and have quality time for my family.

What is your “new normal” life like now?

I have a beautiful wife, four young kids and get to serve other small business owners when I want to. We own multiple businesses and real estate and enjoy the freedom this has to offer while teaching many others about this path toward successful business and a thriving family. I don't just help small business owners gain more freedom and margin. I get to help entrepreneurial family relationships thrive.



Joseph Bojang is on a mission to save business owners from wasting their hard-earned money on failing digital marketing campaigns. As a sought-after advertising expert, Joseph routinely handles 6- and 7-figure budgets for clients who advertise online.

What was the “inciting incident” or catalyst for you pivoting into the personal brand space?

Realizing that I could get clients with no brand, but it took more work. If I was able to create a larger personal brand I'd be in a better position to attract clients out of my reach.

How did you make a living before starting your business? What was your “old normal” life like?

I was working a 9-5 job that was comfortable, but I wanted more time, freedom, and pay commensurate with my ability and dedication.

Joseph Bojang:

Stepping Out of Corporate to Running 7-Figure Ad Campaigns



What is your “new normal” life like now?

Being completely debt free, able to spend time with my family, and getting work on the projects that bring me alive.

What was the most important mindset shift that helped you make the leap to entrepreneurship?

Believing that I was in control of my development and what I wanted in life. Of course, there are limits and constraints based on where we live, our background, and family situation. But I began to realize that if I wanted something different to happen in my career I needed to move towards it the best I could.

I purchased courses and joined a business coaching program with access to 1:1 coaching.

Was there anything that caught you by surprise, good or bad, during your transition?

Making a plan, implementing it, and working with a coach really works! I used to think it was woo woo, but hiring the right coach and taking the right courses are key to success.

Start with episode 1 of the Brand You podcast, get Mike’s book, and do what he says.

What would you have missed out on had you never made this pivot?

A belief that if I can change my world with the help of a coach and mentor, that I can help another person change their world. Lifelong friendship with other people on the same journey. And, of course, being in a financial situation that allows me to help others and have less worry and anxiety regarding bills.

Say a friend is thinking of starting a personal brand business and asks for some pointers. What’s the most important thing you would tell him or her?

Start with episode 1 of the Brand You podcast, get Mike’s book, and do what he says. Because hey, it worked for me and hundreds of others.

You've Just Finished Reading The
You Are the Brand Founders Magazine.

So, Now What?

The best thing to do for now is to subscribe to my podcast, The Brand You Podcast with Mike Kim. The show is consistently ranked as a top show on personal branding on Apple Podcasts. Each episode provides marketing tips, business strategies, and success stories that will guide you.

[Subscribe to The Brand You Podcast here »](#)



Wait, One More Thing!

In addition to my podcast, be on the lookout for a special invitation to a series of exclusive coaching calls over the next few weeks to help you start, run, and grow your personal brand business. You'll get the invite in the same email you used to get this magazine.

(Add my email to your contact list: mail@mikekim.com. That way your invitation won't go to spam.)

Let's make this the year you start building a compelling personal brand to build your business around. Together, we'll learn how this weird world of marketing works and get you on the right path to start, run, and grow your business.

It's time to live your message, love your work, and leave your mark on the world.

At your service,

Mike Kim

Author, *You Are the Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business*

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