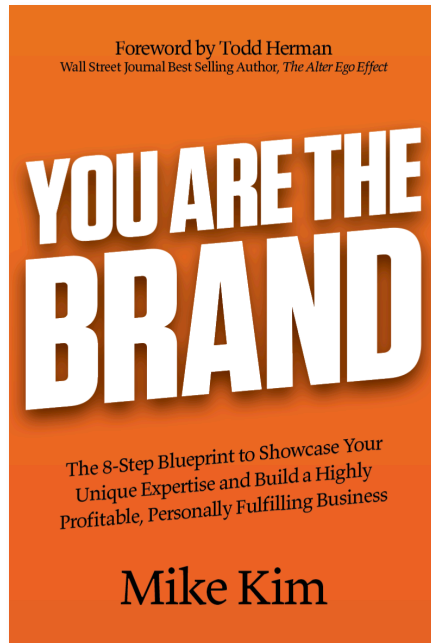


Yes, It's Possible to Build a Business around Your Expertise, Ideas, Message, and Personality. But First You Must Realize — YOU ARE THE BRAND.



It's no secret that more people than ever before are building thriving businesses around their personal brands. But why do some create six- or even seven-figure businesses while so many others strive to make a consistent income?

Now, Mike Kim answers that question by sharing his proven 8-step blueprint that has helped build the brands for some of today's most influential thought leaders — as well as his own personal brand.

You Are The Brand walks you through the process of creating a compelling personal brand to build your business around, how this weird world of marketing really works, and why the best strategy for success is telling the truth. In this practical and inspiring book, you will learn:

- How to identify and showcase your unique expertise
- How-To-Preneur vs. Ideapreneur — Which one are you?
- How to use contrast to formulate your unique point of view
- The three stories every personal brand needs to tell, and how to tell them
- The simple “9-Box Grid” that shows you how to price your products and services
- How to attract influential partners that skyrocket your status, authority, and income

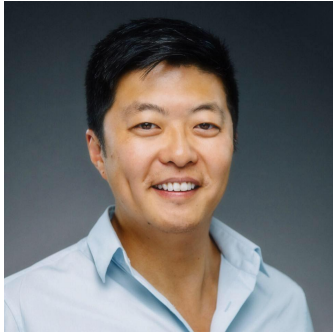
youarethebrandbook.com

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

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About the Author



Mike Kim is a brand strategist for business thought leaders, coaches, and authors who want to create impact with their ideas and get their message heard.

Mike's refreshing approach has made him a sought-after speaker, online educator, and consultant for top thought leaders like John Maxwell, Donald Miller, and Daniel G. Amen, MD. Mike's clients include *New York Times* bestselling authors and other experts featured on PBS, TED, CNN, and Fox.

Mike is the author of *You Are the Brand: The 8-Step Blueprint to Showcase Your Unique Expertise and Build a Highly Profitable, Personally Fulfilling Business*. He has been featured in and written for Inc., Entrepreneur, and The Huffington Post. He is also host of the top-rated and ranked podcast, The Brand You Podcast. He has spoken at industry leading events including Social Media Marketing World, Tribe Conference, and Podcast Movement. He has been a guest on leading podcasts like Smart Passive Income, Marketing Made Simple, and Read to Lead. He lives in Alexandria, VA.

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YouTube: [youtube.com/youarethebrand](https://www.youtube.com/youarethebrand)

What People Are Saying About *You Are the Brand*

“Mike walks you through the process of creating a compelling personal brand to build your business around.”

—**Michael Hyatt, *New York Times* bestselling Author**

“Proof that it is possible to reinvent yourself and build a career that showcases your unique expertise, passion, and experience.”

—**Dorie Clark, Faculty, Duke University, Fuqua School of Business**

“*You Are the Brand* is a much needed challenge to higher integrity and authenticity in a world of image and social media followers.”

—**Pat Flynn, SmartPassiveIncome.com**

“Mike Kim does more in *You Are the Brand* than help us brand ourselves; he helps us figure out how we can be useful in the world. And being useful leads to a sense of purpose and meaning.”

—**Donald Miller, *New York Times* bestselling author and CEO, StoryBrand**

“Here is a book that challenges our assumptions about what a personal brand is. Bravo. We have needed this book for a very long time, and I’m so glad it’s finally here.”

—**Jeff Goins, Bestselling author of *Real Artists Don’t Starve***

“Your new business and marketing bible.”

—**Dana Malstaff, Founder of Boss Mom**

“Mike has an otherworldly way of breaking down branding and business in a simple and actionable way. If you’ve ever struggled to figure out how to build a brand that stands out in a competitive market and feels like the best version of you, Mike’s got you covered with *You Are the Brand*.”

—**Kira Hug, Cofounder of The Copywriter Club**

“If you’ve ever watched a professional speaker on stage and wondered how they made the jump from amateur to expert, *You Are the Brand* is for you.”

—**Laurie Ruettimann, Bestselling author of *Betting On You***

“Having worked with Mike and benefited from his ‘out of the box’ thinking, which has generated millions of dollars, I can say that *You Are the Brand* will be the most productive book you will read this year and beyond.”

—**Paul Martinelli, CEO of Empowered Living & Cofounder, The John Maxwell Team**

Suggested Interview Questions

- 1. In the book, you challenge readers to become the person they are trying to sell and build a “campfire” around what they share. Can you explain?**
Mike will share the two ways most people try to build a personal brand business, why neither of them really work, and what to do instead.
- 2. What is the best way to figure out what skills and experiences you might be able to turn into a business?**
Mike will share a simple process to help pinpoint marketable skills and experiences for anyone who is just starting out, as well as his bizarre tactic: the Sadistic Selfie.
- 3. How do you help brands, businesses, or leaders find clarity as to what to say in their messaging?**
Mike will share three simple questions he uses to help people get clarity. Key takeaway: Marketing isn't about closing a sale, it's about opening a relationship.
- 4. You draw a distinction between a How-To-Preneur and an Ideapreneur, and how these personal brands are built very differently. Can you explain?**
Mike will share about the only three markets any personal brand is really ever in and how the monetization paths differ between How-To-Preneurs vs. Ideapreneurs.
- 5. What should people do first when building a brand identity? Is there an order, or is it just throwing stuff up against a wall and seeing what works?**
Mike will share his 8-step framework as well as a year-by-year breakdown of what he did to grow. Key takeaway: Success is sequential, not simultaneous.
- 6. There is so much noise out there and everyone really tends to sound the same. How can a person or business really say something that's unique?**
Mike will talk about the three stories every personal brand business needs and how to tell them in an everyday way. Key takeaway: Never be blender gray.
- 7. How can coaches, creators, and freelancers price their projects?**
Mike will share the simple “9-Box Grid” as well as his “Traffic From Hell” hourly rate principle. Key takeaway: People like to buy, they do not like to be sold.
- 8. You say that “relationships are rocket ships.” How did you build such a strong network of connections with influential people?**
Mike will share how to “Partner up, collaborate across, and mentor around.” Key takeaway: Don't look for a significant place to serve, make where you serve significant.