

Mike Kim

Press Sheet

BIO

Mike Kim is a speaker and marketing strategist who specializes in brand strategy and copywriting. He's been hired by some of today's most influential thought leader brands including John Maxwell, Donald Miller, Suzanne Evans, and Catalyst.

For years he was the Chief Marketing Officer of a successful multi-million dollar company near New York City. Nowadays you'll find him speaking at conferences, looking for the next great place to scuba dive, and sipping a glass of Macallan 15 — all while teaching everything he knows about branding, entrepreneurship, and life through his hit podcast, Brand You.

POSSIBLE EPISODE HEADLINES

The 7 Steps To Building A Profitable Personal Brand Business
How To Write Persuasive Copy In A Voice That Is Unmistakably Yours

LOGO

You can find Mike's brand logo [here](#).

HEADSHOT

You can find Mike's headshot [here](#).

SOCIAL

Website: www.mikekim.com

Instagram: [@mikekimtv](https://www.instagram.com/mikekimtv)

Facebook: [facebook.com/mikekimtv](https://www.facebook.com/mikekimtv)

Twitter: twitter.com/mikekimtv

LinkedIn: <https://www.linkedin.com/in/mikekimtv/>

SUGGESTED INTERVIEW QUESTIONS

- How do you help brands, businesses, or leaders find clarity as to what to say in their messaging?

- Mike will share about his Personal Brand 3 framework, just 3 simple questions he uses to help people get clarity. Key takeaway: Marketing isn't about closing a sale, it's about opening a relationship.
- 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 the 3 sub-identities of every brand, and / or a year-by-year breakdown of what he did to grow his business and brand presence. Key takeaway: Success is sequential, not simultaneous.
- There's so much noise out there and everyone really tends to sound the same. How can a brand really say something that's unique?
 - Mike will share about his CopyProof framework: just 5 of the kinds of marketing voices today, with examples.
- What's the best way to improve copywriting? Do you have any tips on copy that creates higher conversions?
 - Mike will share the exercise he used to learn copywriting early on, as well as some key phrases nearly any brand can use to boost conversions.
- Do you have any predictions for how the marketing space will play out this year and beyond?
 - Mike will share insights based on microcontent, live events, and more. For reference: <https://mikekim.com/predictions2020>