



brandmerry.com

# Michelle Knight

ENTREPRENEUR, MOTHER, BRAND  
STRATEGIST, SUSTAINABLE MARKETING  
EXPERT, WORLD TRAVELER

MEDIA KIT 2022

# Hi, I'm Michelle!

FOUNDER AND CEO OF BRANDMERRY

Hey there, I'm Michelle Knight a mother, wife, world traveler, and storyteller. In 2016, after the birth of my son, I launched my business Brandmerry.com and have since scaled it to a level that allows me to travel full-time with my family.

I'm a Brand Strategist, specializing in brand storytelling, personal branding, and sustainable marketing strategies. I help entrepreneurs build an authentic and genuine brand, that attracts lifelong fans and generates consistent paying clients with ease.

Throughout my journey as an entrepreneur, I've discovered a deeper purpose of supporting women to remove outside expectations and own their stories in order to live their personal life of freedom.



For me, this freedom looks like traveling the world with my family in an RV for 2 years, followed by regular international travel, all while growing my business and personal brand to impact the lives of thousands.

In just six years, I've created over a million dollars in revenue and built a community of over 15,000 entrepreneurs.

My purpose in life is to inspire women to take bold action, let go of outside expectations, and live a life on their terms. I believe owning your own business is the vehicle to get them there.

 **215k**

monthly Pinterest views

 **3.8k**

monthly website views

 **24k**

podcast downloads

 **8.5k**

email subscribers

I'M EXCITED FOR THE POSSIBILITY OF TEAMING UP TO INTRODUCE YOUR BRAND AND BUSINESS TO MY AUDIENCE.

JUST LIKE MY AUDIENCE, I'M MULTI-PASSIONATE, HERE'S A BIT MORE ABOUT ME.



- ✓ I believe in living a simple life. I find the more you strip away the expectations of who you should be, and what you should have you find more joy and alignment.
- ✓ I traveled for two years in an RV with my family around the United States. This minimalistic approach to living has impacted all aspects of my business as well.
- ✓ A recovering perfectionist and love sharing my journey with others, especially entrepreneurs.
- ✓ I started my business when my son was just one month old and launched my business while working a 9 to 5 with a literal baby on my back (or lap).
- ✓ My expertise in branding is centered around brand alignment, brand storytelling, and killer brand messaging. I could talk hours on this topic.
- ✓ I believe in holistic living, wellness, and clean products., I put major emphasis on healthy living when it comes to choosing what products my family use.
- ✓ I'm no stranger to grief, losing my brother and multiple family members to cancer, I find I often speak about finding grace through grief.
- ✓ I retired my husband from his job, and now he homeschools our son while we travel around the world and run a multiple 6-figure business.

AS SEEN IN **Entrepreneur**

acorns®+ **CNBC**

**FAST COMPANY**

THRIVE **GLOBAL**

# The Brandmerry Blog

BRANDMERRY.COM

The Brandmerry Blog serves as a go-to resource for entrepreneurs launching and scaling their online businesses. The blog provides in-depth resources for entrepreneurs on branding, marketing, email/community building, entrepreneur resources, and productivity.

Readers can expect to learn simple steps to brand and market their business without wasting time, my favorite tools and habits to increase productivity, and authentic ways to grow their community and increase sales.



## THE STATS

**8,300 +**

average monthly page views

**3,800 +**

unique monthly visitors

**17% / 44%**

organic search / direct visits

**39%**

social media + referral

## MOST VIEWED BLOGS

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**How to Attract Your Dream Clients  
Through Emotional Branding**

**4 Reasons Your Not Consistent With  
Your Content Creation**

**5 Examples of Brand Storytelling to  
Incorporate in Your Marketing**

**What to Include in the 'About Me' Page  
of Your Website**

# The Brandmery Podcast

BRANDMERRYPODCAST.COM

The Brandmery Podcast is a space for entrepreneurs to receive simplified strategies to level up their branding and marketing. The Brandmery Podcast is here to deliver personal branding and marketing strategies to help you create more income and impact by harnessing the power of your story and authentic voice.



## STATISTICS

24k+

unique podcast  
downloads

500

average monthly  
downloads

5.0

podcast rating

## MY AUDIENCE

majority of audience

**entrepreneurs**

primary audience  
identifies as

**female**

## MOST DOWNLOADED EPISODES

**Ep 20**

Starting a Business?  
Listen to This

**Ep 02:**

Branding vs. Marketing  
What's the Difference

**Ep 01**

Creating a  
Mission-Driven Brand

**Ep 14**

Your Voice in Personal Branding



# Social Media

I love connecting with my audience via social media. I believe that social media should be social, and as a result, my audience is engaged with her daily via Instagram Stories, weekly posts, and invites her audience to conversations via Direct Message.

I use her Instagram account to share my personal brand and to connect further with my audience sharing how I live my life of freedom. I frequently share my travels around the US and abroad, insights and tips on running a business as a mother, and sharing my favorite products, tools, and inspiration.

My brand voice is established and takes on a storytelling framework, so every post is highly relatable and entertaining to the Brandmerry audience. I strive for documentary-style photography that is authentic. My profile showcases a mix of professional brand photos and my travels around the world.

[@michelleknightco](https://www.instagram.com/michelleknightco)  
[pinterest.com/brandmerrycoaching](https://www.pinterest.com/brandmerrycoaching)  
[brandmerry.com/youtube](https://www.brandmerry.com/youtube)



**9.5k +**  
instagram



**275k +**  
pinterest



**1.5k +**  
youtube



**8.5k +**  
email list

# Pricing

## SPEAKING ENGAGEMENTS

Michelle loves to speak on a variety of topics related to personal branding, brand storytelling, sustainable marketing, community building, building a business as a perfectionist, and motherhood.

Email [hello@brandmerry.com](mailto:hello@brandmerry.com) with your event information and dates and we will get back to you shortly to begin the conversation on booking Michelle for your event!

**\$1,500 + travel and expenses**

## BLOG POST FEATURE AND ENDORSEMENT

A blog post feature includes an article written by Michelle with an authentic testimonial and link to your product. All blog posts are pinned on Pinterest (a minimum of four times), emailed to Michelle's list of 8,500+ women, and shared on social media.

**\$500 per post**

## SOCIAL MEDIA POST

Social media is an easy way to connect with your ideal customer and advertise with a bigger return on investment. This rate includes endorsement of service/ product on Instagram or Pinterest.

**\$75 Instagram Post**  
**\$100 Instagram Post + Story**

Michelle is available to be interviewed as a podcast guest or for a featured article.

Please email [hello@brandmerry.com](mailto:hello@brandmerry.com) to start the conversation.



I look forward to the possibility of collaborating soon.



## How to Book

To get your product or service lined up for a collaboration, please email: [hello@brandmerry.com](mailto:hello@brandmerry.com) and include the product or service, brand website, and what you envision for the collaboration.

Please allow 3-4 business days for a reply from the Brandmerry Team. I'm so excited to collab and work together to provide an amazing resource to the Brandmerry community.

Thank you so much!  
[hello@brandmerry.com](mailto:hello@brandmerry.com)  
[www.brandmerry.com](http://www.brandmerry.com)