

# A Point of View with Grant McGaugh and Mike Kim Brand Master

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Grant McGaugh



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Mike Kim is a brand master, host, and entrepreneur who has been helping individuals and businesses alike reach their full potential for over a decade. He has guided thousands of people from all walks of life to become successful in their respective fields.

With his proven methods, Mike has been able to share his knowledge with the world through hosting.

You know, this is your host Grant McGough and every now and then I let people peep behind the curtain. They say what makes Grant tick what's behind the curtain. The man behind my curtain for a lot of my years when I started looking at what is personal branding and what is that all about? Can you make a business out of this?

When I was going back in time to October of 2019, and The Brand You Podcast featuring Mike Kim came to the front of my feed, I said, Oh, Mike Kim, who's Mike Kim? I see this Brand You podcast. What's this all about? I don't know, but I'll give it a shot. You know, I pushed play and I started listening to this guy, you know, and I ended up after about 50 episodes thinking this through.

I said, you know, he might actually know what he's talking about. He's actually very, very good. I encourage everyone right from the top of the reading this paragraph. If you're looking to build a business and you are just starting out. You need to be taught how to be an entrepreneur. You're a small business owner. You may not be the best at marketing.



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You need to understand some of the tenants of marketing and need to really get your foundation. Get your feet wet. I encourage you to step all the way back because he's at episode 360+ now. Step all the way back to episode one and kind of step through these things. As I did, you will learn Mike Kim's mastery.

So I'd like to introduce you to Mike Kim. Mike Kim, you want to take the mic?

Oh, Grant. Well, it's an honor to be here. Thank you for those kind words. And for everyone who's reading these words today, I hope to be of some value.

You're valuable to me. We're going to spread the wealth, right?

We're gonna spread some wealth. We're gonna spread some love. I know, I believe you're in New York right now. I know you travel a lot, you get around, you move things around, but I want to start off like this. This is really where the crutch meets the road, and I think you did it. Eloquently, meaning you were working, you had a job, but you wanted to make a transition to become an entrepreneur.

What was the spark that got you going? And then when did you feel that you started to have the confidence that you knew this could be a viable business for you?

(Mike Kim) Yeah, really, the spark, of my company, Grant, and it was here in the New York, New Jersey area. And it actually happened Thanksgiving. Now, this is a, this is a long time ago now but I remember it was like the first time I was hosting Thanksgiving and I think the year was 2013.



And my mom and my sister came over my place and we had Thanksgiving together. It was awesome. Like we stayed up all night. We hung out and late in the evening, I get an email from my boss. I was working as a CMO for this company. We need you to come in tomorrow. Now that's black Friday here in the United States.

Nobody, like the only people work on black Friday usually are in retail because everyone goes shopping. Right. And I had stayed up all night hanging out with my mom. She gave me these, like, just shared some crazy stories about us growing up. And I was like, this is one of the most fun nights I've ever had.



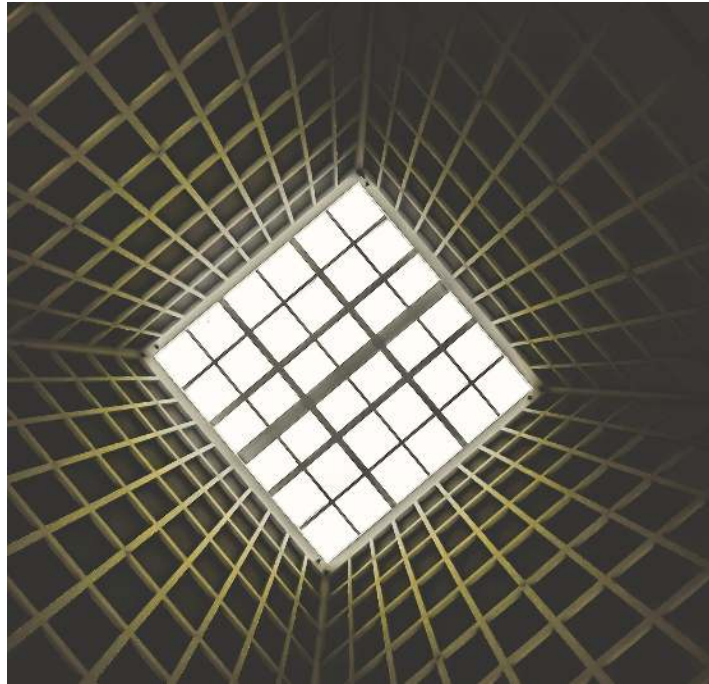
And she and I, you know, it happens when you grow up, like you go get a job and you don't really see your parents very much anymore. And so this was like incredible. And then I had to leave my family at my own house so I could go to work the next day. And that really, like, this is one of the frameworks that I teach.



It really pissed me off, to be honest. It really ticks me off. Right? And part of the framework that I use to ask people, I ask them three questions, and the answers can often serve as sort of a catalyst as to why you're doing what you do. And those questions are, what pisses you off, what breaks your heart, and what's the big problem you're trying to solve?

I didn't know the answer to the other two questions, but the first question I definitely knew the answer to. Like, this ticks me off. Like, what if I get in a car accident and I never have these nights with her again? What if my mom, you know, God forbid, something happens to her. What if we never have any one of these nights again, and I literally left my family because I had to go to work?





That was really the inception of me thinking about... Taking control of my life, I started to realize that no one was going to tell me to live a better life, or help me do it, right? Now, I've noticed that no one ever says no on your behalf. They always want more, they always want more from you, they always want to squeeze more juice out of the orange, right?

And so, that for me was the catalyst, so it came in stages. I didn't really know what I wanted to do at that time. Frankly, I didn't know what was possible. At the time, I didn't really know that there were marketing consultants. I didn't know that there were brand strategists who weren't working for big agencies and companies.





So I didn't really know what was possible, but I was experiencing a present negative, trying to move to a future positive, even though I didn't know what it was. Yes. And that kind of got the wheels turning. I started looking up different podcasts. I started googling things, trying to learn. Much like, you know, you, you shared just a few minutes ago with everybody here about how you and I met, at least online with through my content.

And so I was just like looking for answers and it began this slow journey, but in retrospect, it happened pretty quickly. Well,

and I think you had for me as an outsider looking at you, we spoke about this even earlier, like sometimes you don't hear from the people that are listening to your content, and it's always good to get that feedback.





Grant: So I'm going to give you some feedback that I got from listening to your podcast. Number one, I got some confidence., I said to myself, I hear what he's saying. I think I can apply some of these principles. They're not that complicated. If I put in the work, really put in the work, I will step through these things and be succesful.

Now, I've been doing my business going on 3 years. I can't believe it's been three years, right? I took my time because I'm still working. I still have my 9 to 5. I still do those things because I'm taking my time to build my foundation..

I believe I'm now at step five of your model, your step five and step six. And I want you to, I want you to tell the audience. First, you know, walk them through those first four steps and the importance of them and why that's so important to have that down before you get to that five and six .

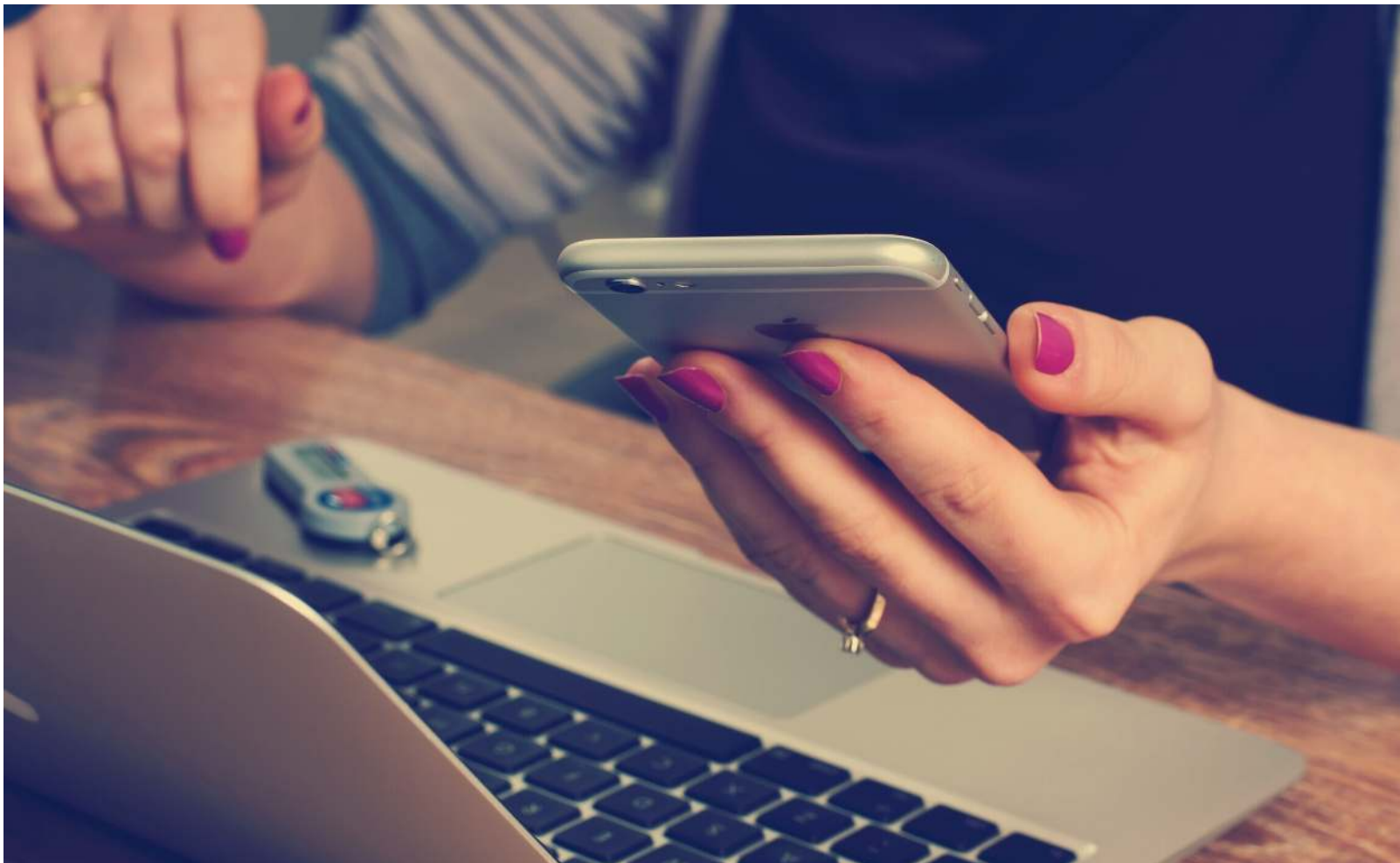


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(MIKE): Yeah. Well, the way that I look at it is that a lot of people kind of have an idea of what they're supposed to do.

And they, they kind of like throw things against the wall. And a lot of times we do them out of order. I tell people like these steps are sort of like digits in a phone number. You can have the right numbers, but if they don't go in the right order, you're not going to be dialed in, right? You're not really focused, right?

You end up like calling the wrong person. Right. And people get frustrated. But what we have to understand is that success is sequential. It's not simultaneous. You got to build, like you're saying that foundation first, right? And so where I really start with people who want to build a business around their personal brand, what I mean by a personal brand is an identity.



That's based on your ideas, your expertise, your reputation and your personality that matters, right? So when we think about the fact that it's not just what you know, but how you do it and how you convey your ideas and communicate your ideas. It's first very important step one to have a point of view.

You have to have some values. You've got to have some beliefs. There have to be some tenants. They could drive into the ground as a stake and say, this is where I hang my hat. And then once you have a point of view, you can share personal stories. That's step number two.



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We need to know who you are. We need to know why you do it. Right? Every superhero, super villain, every big influencer that we follow online, we, most of us know their stories. We all know that Batman's parents were killed. We all know that Tony Robbins grew up very, very poor. You know, these origin stories, these personal stories, like where did you come from?

So that's got to be an integral part of building a business around your personal brand. So you got a profile of you, personal stories, a platform, and you've got to share these stories somewhere, whether it's a podcast, a blog, a YouTube channel, Instagram, or other social media channels.



And I meet so many many people who say, help me build a website. I'm like, okay, but do you even know what you want to say? And they don't see it's out of order. They don't have a point of view, and they don't know how to tell their personal stories. Right. So after you have an idea of what platform you will use, you need to understand your position, and the positioning is where you stand about your competition.

There are many other options for people who teach what I teach, so I think it's a good idea to understand your position. Are you Louis Vuitton or are you Walmart? Are you going to go to a specialized market, or are you going to go to the mass market?

And if you are opening a pizza shop grant and we went to the bank and asked for a business loan, we'd have to tell them these things. And that's where a lot of people get in trouble because the barrier of entry is so low, we think, Oh, I'm going just to start a YouTube channel, and I'll figure it out along the way.

And then they put hundreds of hours into something, invest a ton of money, and need traction because they can't answer those four simple questions. They don't know; they don't know what their **point of view** is. If they have one, they're scared to share it.

They don't want to share their **personal stories**. They want to share what they know. Newsflash information isn't exclusive anymore. It's all over the internet, right? They don't know what **platform** to use. And I don't know where they sit relative to the competition.



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How are you supposed to build a business off of that? Right. So I start with those four steps and then we get into the **products**, which you're at the **pricing**, the **pitch**, the **partners**. And all of that is in the book, but that's real, like those first three to four steps are really, really integral.

They're critical. They're critical. Because that is that you're beginning to build the invisible to become visible, that's what I would call it. And so when you start becoming visible, you've got to be ready. So if someone doesn't like what you have. Then there's a mechanism for them to acquire it.

(GRANT): Right? You've got to have all that put together. Very good. There's another thing that I liked that you stated, and I am trying to remember where it's in the book, but you'll know what I'm talking about. Like, you've got to understand yourself. I'm talking to someone who's been podcasting since podcasting started becoming popular, right?



You started, you know, 8-plus years ago. So you've been down this road. I've been podcasting for close to 2 years now. And so when I see you, I want to say, hey, that's what is down that road that you want to traverse. It is extraordinary that they're sharing some information along the way because it collapses your window of time so you don't have to make any other mistakes, or it validates where you are in your journey.



Like, Oh, yeah, I could check that box. That's what he's saying. That's what I've got to do. I love, you know, even your Zodiac world. You talked about how to roll out things systematically, So you're more than just all over the place. So you do have a framework in which to operate. Do you want to elaborate on that?



(MIKE): Yeah. Years ago, I moved back into the area where I went to college and revisited this Chinese restaurant that I loved in school. And it was called Noodle Gourmet. It's in New Brunswick, New Jersey. And I'm not Chinese, so I don't understand the Chinese Zodiac, but I saw a couple of calendars they had in the restaurant, and it just hit me.







It doesn't matter who reads it right now. I have to publish because it had to become habitual to me. I had to learn the skill set. I had to do the reps just like you do in any kind of, you know, sport or activity we were trying to master. Right. And in many ways, I want everyone to understand this consistency is greater than intensity.

I got people who, okay, I wrote 10 blog posts. Yeah, but they're not consistent. You're not doing it over the course of a year. You're not doing it in the course of two years. And so in 2013 grant, I made sure that that was what I published. Like that was priority number one in 2014. You may mention this. I started podcasting.



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