



Michelle KNIGHT co.

MEDIA KIT 2020

about



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 Personal Branding Consultant and Marketing Strategist for female entrepreneurs. I feel honored to support them in branding themselves online, marketing their message and creating a revenue-generating business that makes an impact.

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 full-time with my husband and son, living full-time in a travel trailer, while growing my business and personal brand to impact the lives of thousands of women.

In just four years, I've created half a million dollars in revenue and built a community of over 10,000 women.

My purpose in life is to inspire women to take bold action, let go of outside expectations and live a life on their terms.

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The blog

Michelle's blog serves as a go-to resource for women launching and scaling their online business. The blog provides in-depth resources for female entrepreneurs around branding, marketing, email/community building, entrepreneur resources and productivity.

Readers can expect to learn simple steps to brand and market their business, her favorite tools and habits to increase productivity and authentic ways to grow their community and increase sales.

As her brand has evolved and her life has moved to full-time travel, the growing readership is looking for tips on travel and living their life of freedom.



37%

Direct Visits

43%

Social Media

20%

Organic Reach



5,000+
EMAIL LIST

3,321

Unique Monthly Visitors

4,849

Monthly Page Views



7,670+

FOLLOWERS

2,500+

PAGE LIKES

800k+

MONTHLY VIEWERS

social media

Michelle loves connecting with her audience via social media. She believes that social media should be social, and as a result her audience is engaged with her almost daily Stories, weekly posts and invitation for conversations via Direct Message.

Michelle uses her Instagram account to share her personal brand and to connect with her audience. She loves sharing her travels around the US and abroad, insights and tips on running a business as a mother and sharing her favorite products, tools and inspiration.

Her voice is established and takes on a storytelling framework, so every post is highly relatable and entertaining to her audience. Her photos are authentic and showcase a mix of professional brand photos as well as photos of her travels around the world.

more about me

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.

Currently traveling the United States with my family in a travel trailer.

Running my business from the road, 100% digitally.

A recovering perfectionist and love sharing my journey with others.

I started my business when my son was just 1 month old.

Curly red hair is my thing, and honestly a key part of my brand.

An advocate for mothers, postpartum care and support.

Absolutely adore my husband and love talking about how our relationship continues to grow.

Empowering women to successfully run their businesses is my way of impacting millions (ripple effect baby).

I'm no stranger to grief, losing my brother to cancer and often speak about grace through grief.

Supporting women in releasing outside expectations and listening to their inner voice lights me up.

What you see is what you get with me, I believe in 100% authenticity.

Lover of organic and eco-friendly products. Retired my husband from his retail job with the success of my business.

Any opportunity to share my story and inspire others to write their own ending is my purpose.



pricing

SPEAKING ENGAGEMENTS

Michelle loves to speak on a variety of topics related to personal branding, human marketing, community building, expectations, perfectionism and motherhood.

Email brandmerry@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 + 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 5,000+ women and shared on social media.

\$500

SOCIAL MEDIA ENDORSEMENT

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 brandmerry@brandmerry.com to start the conversation.

FOR CUSTOM PRICING INQUIRIES, PLEASE EMAIL
BRANDMERRY@BRANDMERRY.COM.



Let's
work
together

BRANDMERRY@BRANDMERRY.COM

I'm so excited to collaborate.

Next steps

All sponsorships and collaborations are based on approval by Michelle Knight.

Please email brandmerry@brandmerry.com and include the product or service, the website and what you envision for the sponsorship. Please allow 2-3 business days for a reply.

Again, I'm so excited and honored to collaborate.

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