

Six Ways to Own Your Influence And Grow Your Leadership Impact



Paige Velasquez Budde

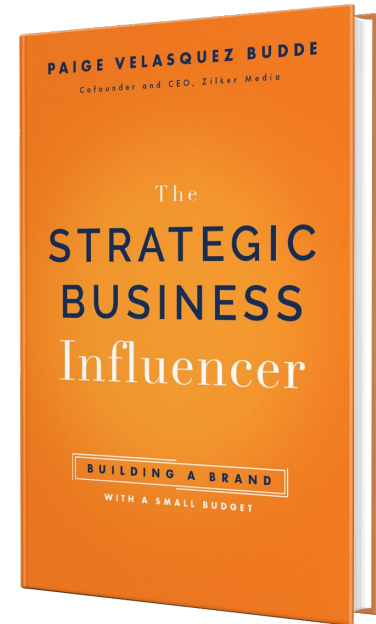
QUESTION

Who are you in addition to being a CEO?



Where Are We Headed?

- Trust in today's environment
- Creating your Influence ID
 - **Step 1:** Building your Brand Wheel
 - **Step 2:** Exploring the 3 phases of branding
 - **Step 3:** Conducting an online brand audit
 - **Step 4:** Identifying your Influence ID Stamps
 - **Step 5:** Future destination stamps
 - **Step 6:** Renewing your ID



Two Ways to Build a Brand Today

Corporate Brand or
Executive Brand?



SPANX®



kw
KELLERWILLIAMS.

The loudest voice isn't always the most powerful

but the *most trusted* one is.

1. Your target audience is more distrustful of brands, institutions & organizations than they have ever been (per a 2022 Gallup study)
2. It is difficult to differentiate one corporate brand from another (particularly if you are going head-to-head with more established corporate brands)
3. People trust “people like me” to the same level of authority figures (Edelman 2024)

What do you think of when you hear...
personal branding?



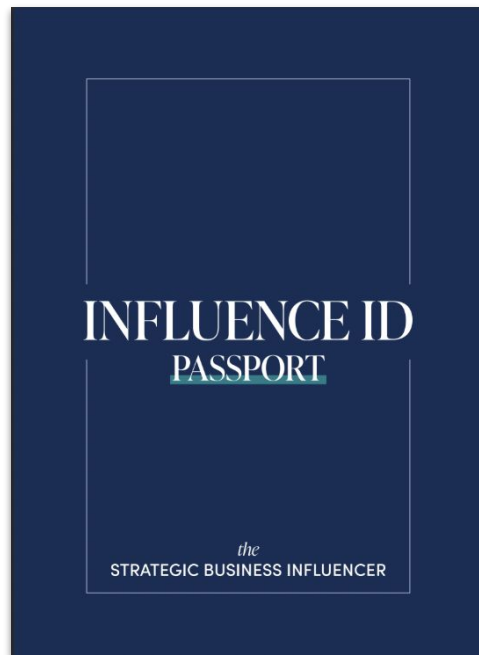
What Is Branding?

Branding = Creating an image in the minds of your audience

It starts with influence

A strategic identity guide for modern CEOs, entrepreneurs, and leaders looking to establish clarity, credibility, and consistency for their executive brand and company.

1. Where you came from (your brand foundation)
2. Who you are (your verified Influence ID)
3. How you're showing up (your digital presence and credibility)
4. Where you're going (your visibility goals and stamp-worthy milestones)



the
INFLUENCE ID
WORKBOOK

A strategic identity guide for modern CEOs, entrepreneurs,
and leaders looking to establish clarity, credibility, and
consistency for their executive brand and company.

Paige Velasquez Budde

Co-founder and CEO, Zilker Media

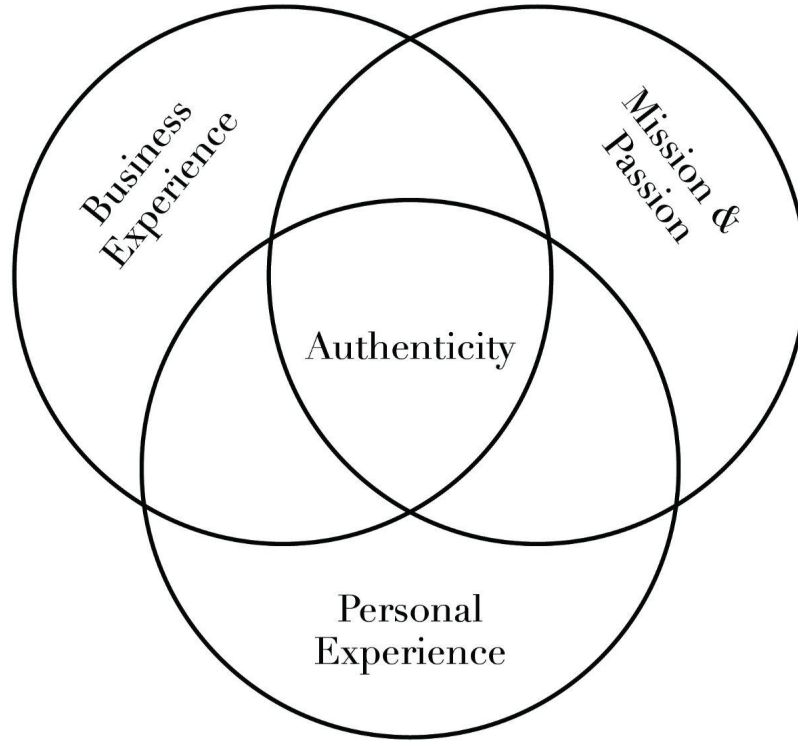
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paigevelasquezbudde.com



Step One: Your Brand Wheel



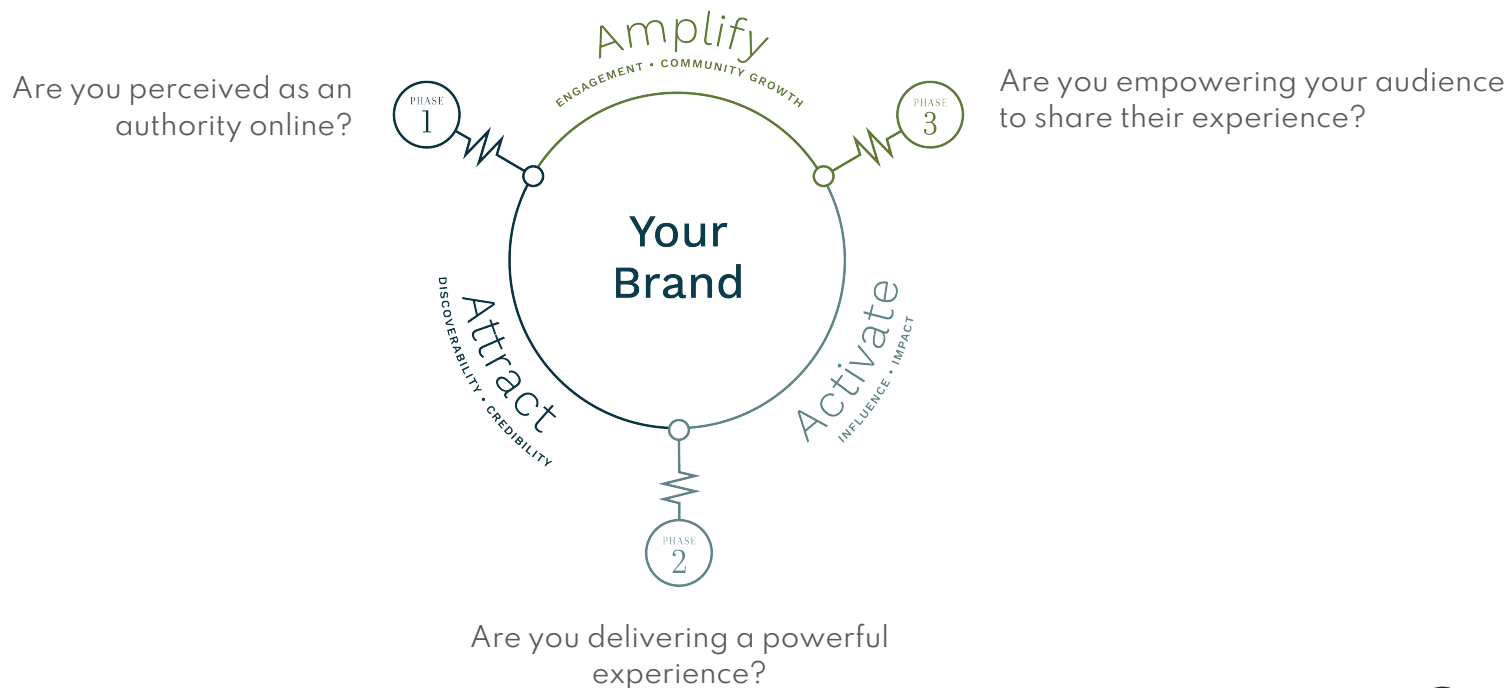


Be the Messenger, Not the Message

Think of yourself as an on-ramp to your business, institution or non-profit

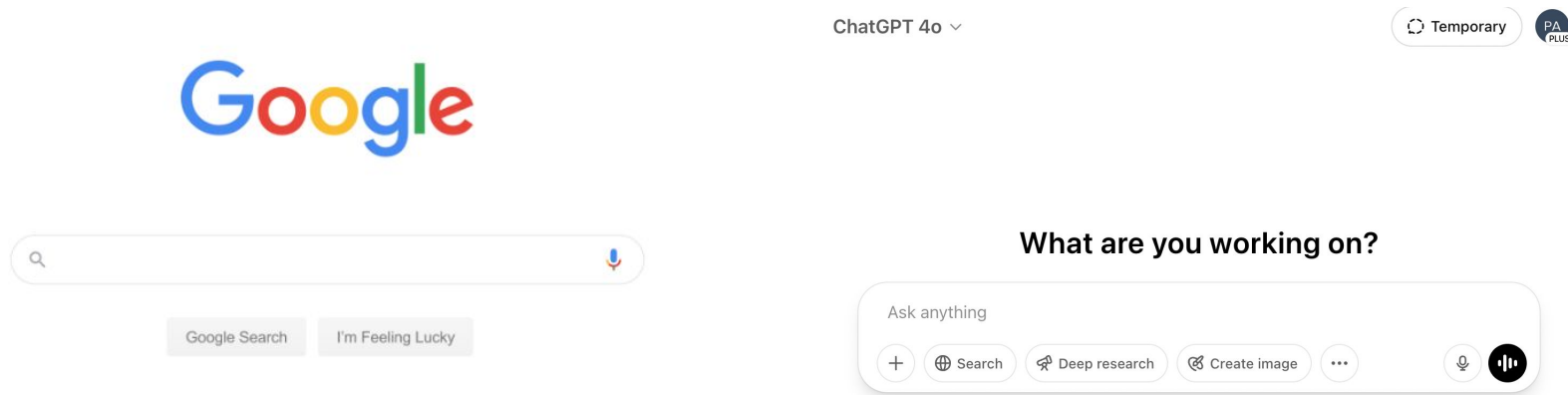


Step Two: The Three Phases of Branding

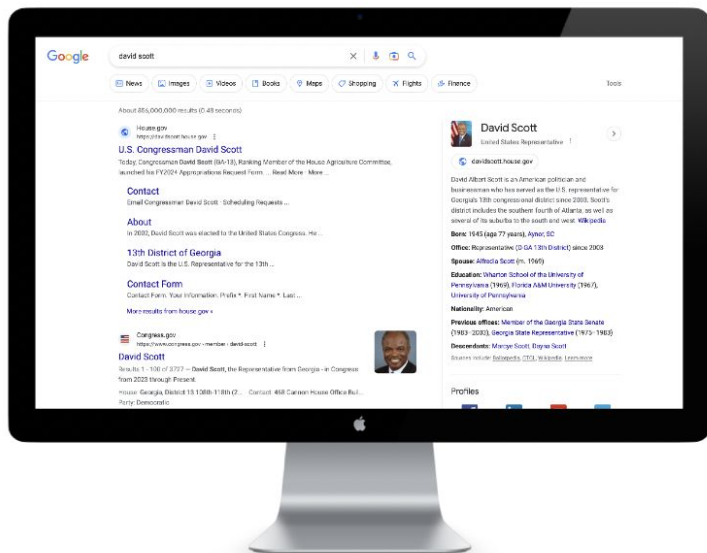


Step Three: Online Brand Audit

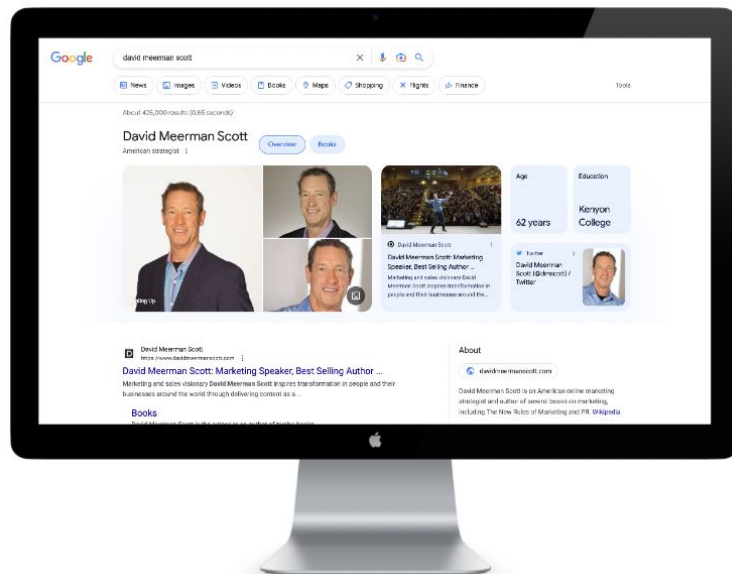
Your brand is what Google + AI says it is.



Can you be found?

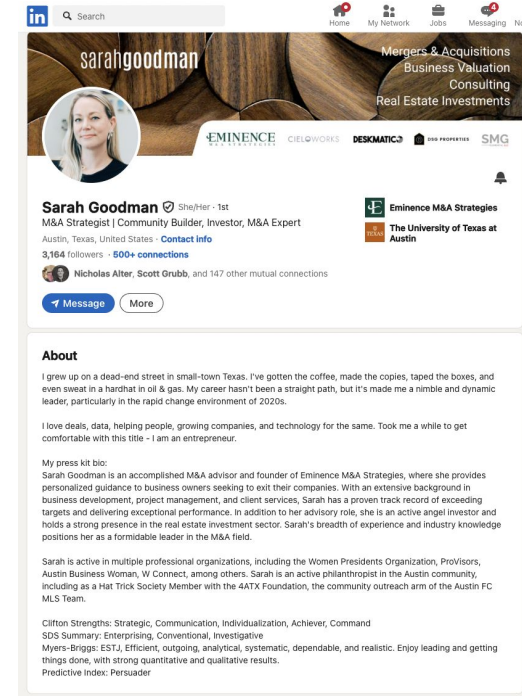


vs



How To Respond To Your Audit

- Do you need to change your brand name?
- Update all of your channels (Your brand name is important!)
- Do you own your website URL?



Do you own your URL?

brieannaoduinn.com

julibetwee.com

trendaboyum.com

jaynehuston.com

maryjanepioli.com

leahgoldsteinmoses.com

julietbrowne.com

kathypedrottihays.com

terieyre.com

maitevalinoborrego.com

kathylongholland.com

donnacarlson.com

denisesmith.com

marydalton.com

anniwilhelmi.com

amelyastevenson.com

donnahegdahl.com

kristinmorris.com

wendylydon.com

gayegoker.com

victoriaflorez.com

tanyakleindienst.com

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theresamarangas.com

brendaabdilla.com

judsunasky.com

jenniferlaible.com

dawnoconnor.com

kathylongholland.com

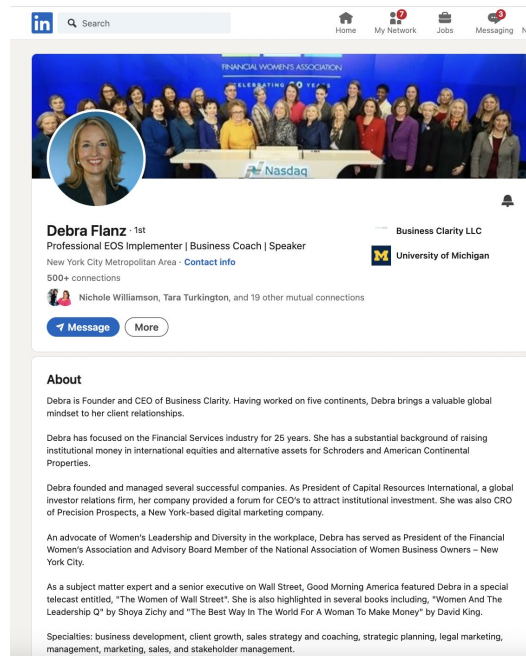
gracepolhemus.com

lauracrothers.com

barbaragreen.com

Are You Owning Your First Impression?

- Your LinkedIn first impression
- Be intentional about your brand name
- Your brand foundation matters!
- Complete the passport pulse



PLATFORM PULSE

PLATFORM	UPDATED?	ON BRAND?
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>
Personal & Company Website	<input type="checkbox"/>	<input type="checkbox"/>
Social Media (IG/X)	<input type="checkbox"/>	<input type="checkbox"/>
Media or Interviews	<input type="checkbox"/>	<input type="checkbox"/>

VISIBILITY ALIGNMENT CHECK

- ☐ My profile photo reflects my current presence
- ☐ My headline and bio tell my story, not just my title
- ☐ My online content shows my voice, values, and credibility
- ☐ My platforms build trust—not confusion

Your online presence should echo your Influence ID.

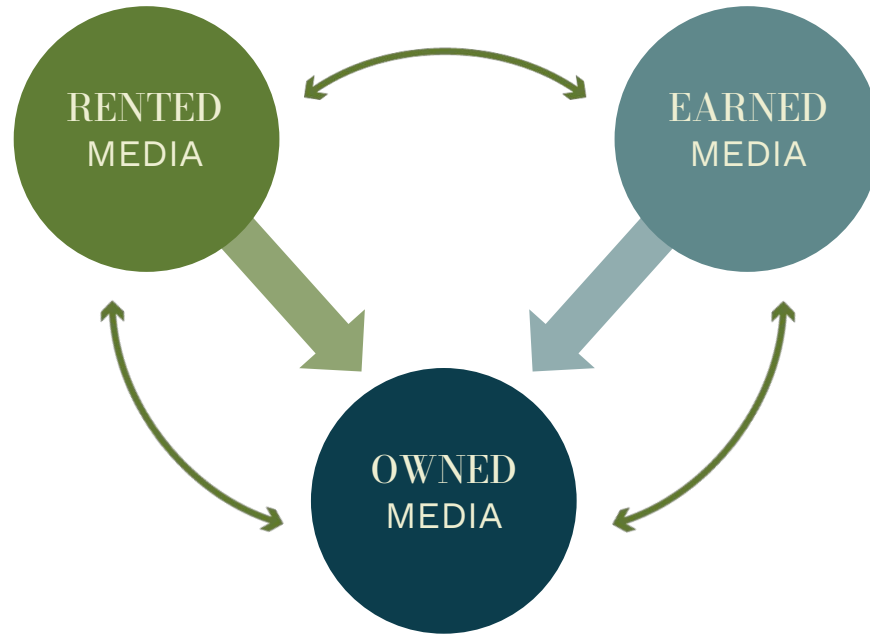
What changes need to be made to make your brand more differentiated as a leader?

Step Four: Identifying your Influence ID Stamps

- Create authority-by-association
- Your images should say what you won't say about yourself
- Weave brands your audience knows, trusts and respects into EVERY single touchpoint (visually and in bios/text)
- Consider a personal brand website alongside your corporate site



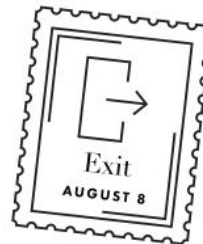
Understanding The New Media Landscape



Step Five: Future Destination Stamps

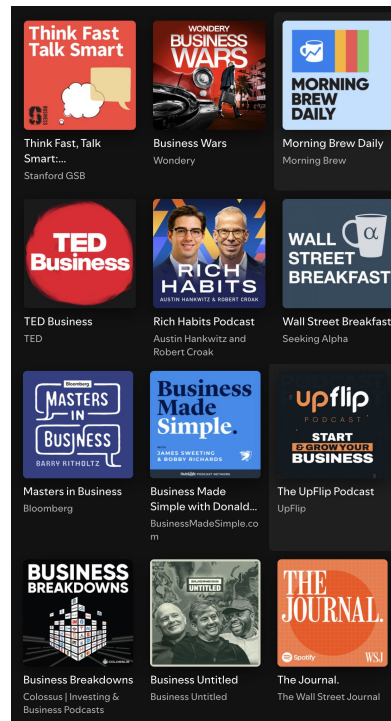
Influence isn't something you claim.
It's something others confirm.

– *The Strategic Business Influencer*



The Changing Landscape of Media

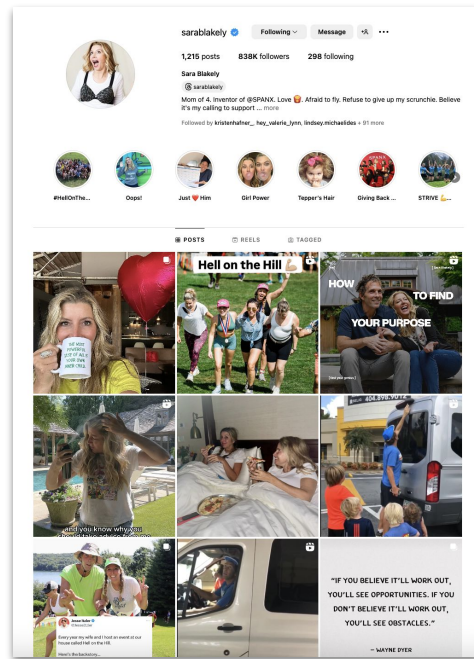
MARKETING MINDSET
VS
MEDIA MINDSET



Building an Influential Content Strategy

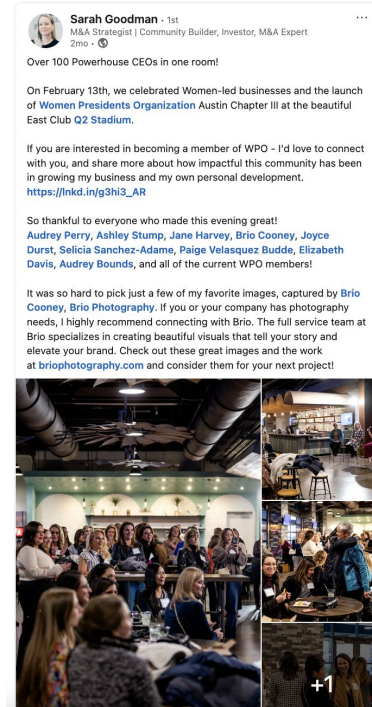
Success means thinking like a media executive

- Put your editor-in-chief hat on
- Focus on not WHERE but WHAT
- Foundational content pillars:
 - You-Driven
 - News-Driven
 - Relationship-Driven



You-Driven Content

- This is your intellectual property – your teaching
- Evergreen content
- Storytelling
- Behind the scenes with you – get visual
- The more vulnerable/self-deprecating the better
- Anything that benefits you/your company/your interests



News-Driven Content

- Two types of News-Driven Content:
 - Calendar-driven
 - Headline-driven (newsjacking)
- Leverage broader news stories to pull in readers
- Good newsjacking drives inbound PR
- Be careful around touchy topics



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Dr. Sandi Webster Coachsulting | Speaker | Author | Coach | Pod...
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Perfect podcast for this time of year, [Linda Hamilton](#) and [Alana McNichol](#).



Linda Hamilton · 2nd

Helping Women Business Owners Achieve Financial Fluency | Amp...
2mo · 🌐

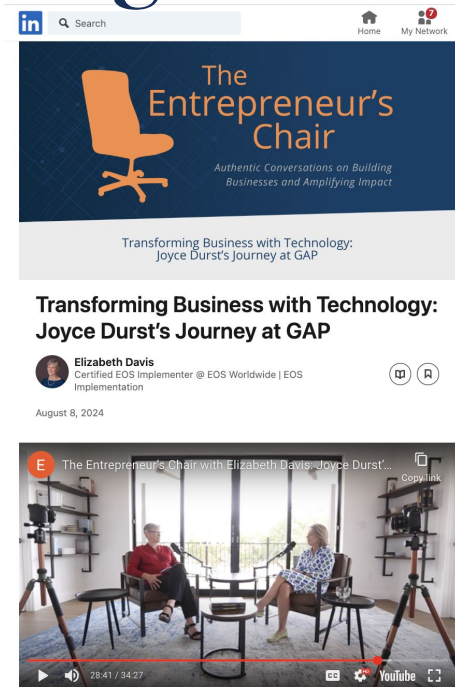
If you don't understand how your financial statements connect to your tax return, you're not alone—but that gap can lead to some expensive surprises!

That's why I sat down with our very own Alana McNichol, CPA, MBA, and Director of Tax to break it all down. We're diving into how your tax return impacts your business's growth, funding, and financial health—and the costly mistakes you need to avoid.

💡 Key takeaways: ...more

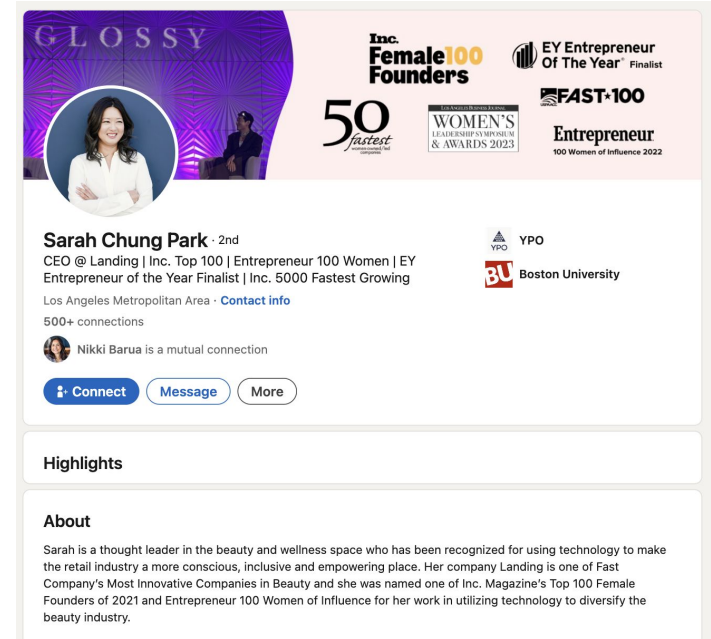
Relationship-Driven Content Modern Referral Marketing

- Use content marketing as a bridge to new relationships
- Empower others to refer you in a way they are winning as they do it
- Build a list of 25-50 targets
- Leverage a podcast or other interview series to serve your audience and focus on best and highest use of your time



Content Impact: LinkedIn

- Header image: create an image of a thought leader with something to teach
- Get your one-liner and bio right (Authority-by-Association)
- Understand the types of content on LinkedIn:
 - Short-form
 - Long-form
 - Video
- Consider a newsletter!



Generate PR for **Wow-Factor** Credibility

- Leverage ‘big brand’ media for credibility and use ‘micromedia’ to drive lead flow/conversions
- The value in good PR is not the audience in the moment—it’s the ability to remarket it moving forward
- Media breeds media

FASTCOMPANY

Inc.

Entrepreneur

FORTUNE

Forbes

**Harvard
Business
Review**

*The
Atlantic*

Bloomberg

**BUSINESS
INSIDER**

What credibility stamps do you want to add?

TIME FRAME	FUTURE STAMP OF INFLUENCE
1-Year	
3-Year	
5-Year	

The Stamps are Waiting...

- The only thing that sets you apart from others in your space is...YOU
- Be the messenger, not the message
- Focus on teaching and giving value and everything else falls into place
- Passport renewal reminder!

INFLUENCER ID
BRAND NAME
ONE-LINER
CONTENT PILLARS

SPEAKER
JULY 22

ENTREPRENEUR
OF THE YEAR
MARCH 4

EXIT
AUGUST 6

BOARD SEAT
NOVEMBER 25

Toss out any Fake IDs

- No personas or facades – we're not building a celebrity-like brand
- Being overly promotional does not work
- An Influence ID is simply who you are with the right blend of information



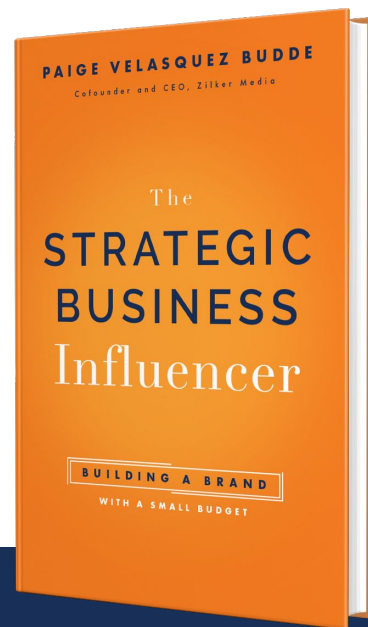
QUESTION

Who are you in addition to being a CEO?

Q&A

paige@zilkermedia.com
www.paigvelasquez.com
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Available for pre-order now!
In bookstores November 2025

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