

# BRANDI MITCHELL

PRODUCER. DIRECTOR. ENTREPRENEUR. EMPOWERMENT SPEAKER. 3X AUTHOR. PHILANTHROPIST



#WhatBox?

*A Renaissance woman inspiring people to explore the “what’s possible”  
in their lives without compromise*

**MEDIA KIT 2016/2017**



# ABOUT BRANDI MITCHELL

## THE RENAISSANCE WOMAN

Called a Renaissance Woman for her creative ability to fuse entertainment, marketing, inspiration, and storytelling into a bankable brand, Brandi is the owner of KORIS Media, and founder of The Point and Drive Foundation. Through KORIS Media, she develops and packages projects that tell motivational personal and business stories to targeted audiences, her latest being the documentary Point and Drive® which shows the impact that playing music and marching bands have on success in life and features her alma mater the Florida A&M Marching 100.

Brandi got her start as a celebrity makeup and hair artist in television and film working with some of the top celebrities and influencers. She successfully transitioned to CEO, author, and national speaker by building off her creative talent and collaborative experiences to shift into being a content creator. Her passion is to empower others to fully maximize and monetize their talent, ideas, and expertise by creating space to explore the “what’s possible” in their lives and living the life they have imagined.

Brandi is the catalyst for the creation of explosive platforms that yield multiple revenue streams enabling time freedom to creatives, entrepreneurs, and experts through her consulting and branding program Package the Product of You® based off her book Look the Part to Get the Role®. She is the “secret sauce” that the top players in the entertainment, speaking, corporate, and entrepreneurial arenas choose when they are looking to build a profitable platform, up level their positioning, and build a powerful presence.

Brandi is the author of three books; Look the Part to Get the Role® - The Ultimate Visual Branding Guide: 40 Days to Looking, Branding, and Becoming the Role You Were Meant to Play in Life, Release Weight Receive Freedom: How I Released 80 lbs and Snatched My Sexy Back, and The Blended Family Survival Guide on Getting Married with Children Yours or Somebody Else's. Here new book “Reignite the Drive” based off her film Point and Drive is due out early 2017.

Brandi earned a degree in Psychology from Florida A&M University and is a veteran of the TV and film industry as a celebrity makeup and hair artist, Brandi has worked on shows for TLC, TBS, BET, MTV, and TV ONE. She has been a speaker or featured on CBS, FOX, The Michael Baisden Show, The Tom Joyner Foundation, and Rolling Out Magazine.





# THE CREATIVE ENTREPRENEUR

## PRESIDENT, KORIS MEDIA

Always the “creative entrepreneur”, Brandi most recently produced, directed, and promoted her celebrated documentary “Point and Drive” on a shoe-string budget as a first-time director. She then took it on a 14 screening, 8-city promo tour, which yielded 3 network deal offers, 1,500 attendees, and actually made five figures which she reinvested into her film. This year her Point and Drive brand is on track to generate six figures - more than all of the network deal offers combined. She has often been compared to innovative filmmaker Tyler Perry in that she strategically built an audience and took the leap to give herself the “green light” in making the film successful versus waiting for approval from mainstream studios. She went against the system, did not compromise her films message, and when others said “no”, she said “yes” to her belief that the film would succeed and reach the world. The undeniable demand for the film has made her a sought after voice in documentary filmmaking because she has been able to do in a short period of time what most filmmakers take years to achieve; get the film seen, monetize it, and get the cause heard. Her track record of success has drawn attention to her media company of which she is not only a creative talent, but a consultant and visionary leader.

Brandi shares advice and experience on platform development, visual branding/image development, book publishing, cause driven storytelling/filmmaking, film monetization, and overall business consultation geared towards entrepreneurs and creatives.





# THE INNOVATIVE FILMMAKER | PRODUCER + DIRECTOR



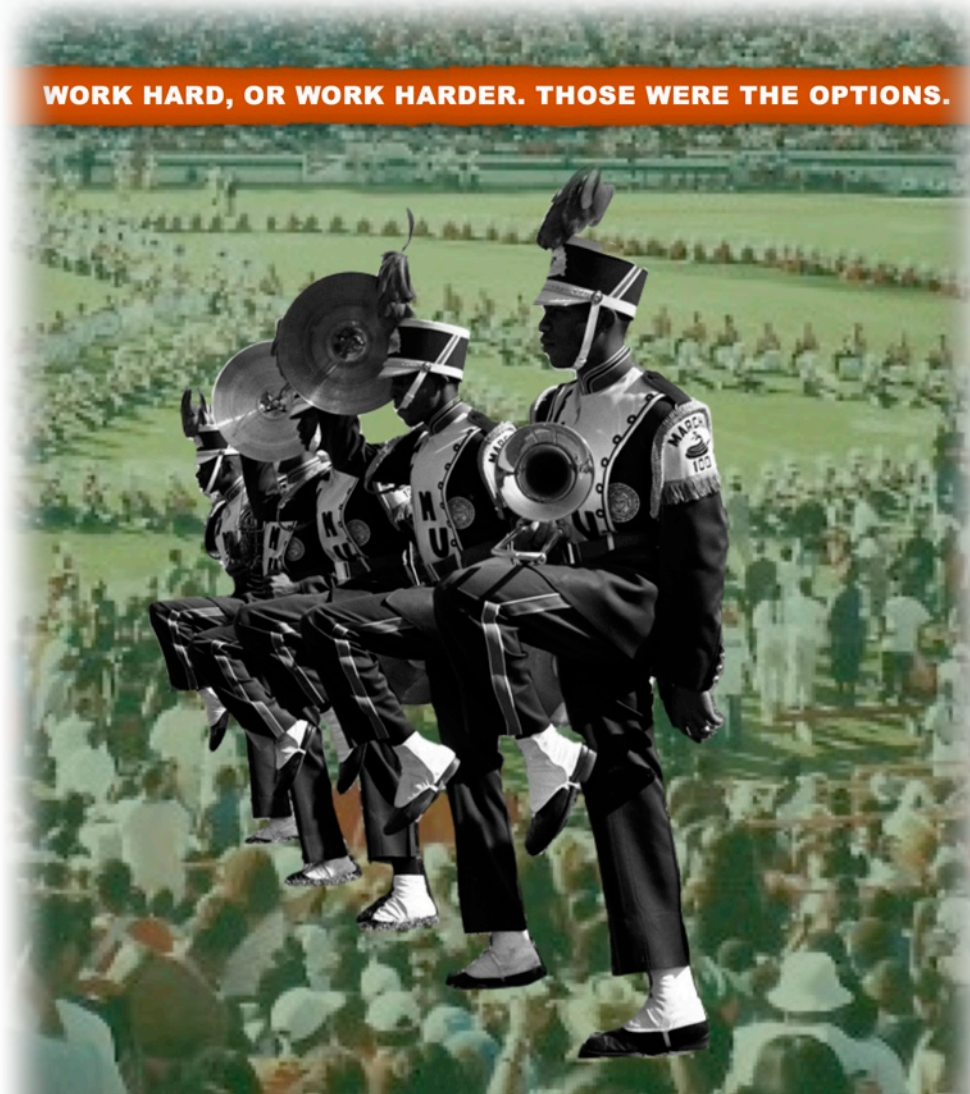
POINT AND DRIVE is a documentary that presents the passion, talents, history, struggles and triumphs of the most imitated marching band of all time, The Florida A&M University Marching 100 from the voices of it's successful alumni spanning over four decades. It also shows the beauty and anatomy of the Historically Black College and University [HBCU] halftime show which the Marching 100's founder, Dr. William P. Foster innovated, while chronicling the bands influence on young adults from all societal backgrounds; forever changing our lives, culture and traditions.

Through original interviews, music, live performances, dancing and rare archival footage and images, we learn that the process of mastering Point and Drive, which is actually the form of precision marching that makes the famed band so eye catching, is so much more - it transfers into an innate bar of excellence that is the measurement and standard for success in their lives.

Point and Drive tells the story of how the vision and passion of one soul can shape the lives of many, and the necessity of fighting to sustain what you believe in - no matter what happens. It is a story for people of all ages, one that will inspire, educate, and provoke a spirit of excellence.

**LEARN MORE AT:** [www.PointAndDriveMovie.com](http://www.PointAndDriveMovie.com)

**WORK HARD, OR WORK HARDER. THOSE WERE THE OPTIONS.**



a BRANDI MITCHELL film

# POINT AND DRIVE®



# THE AUTHOR

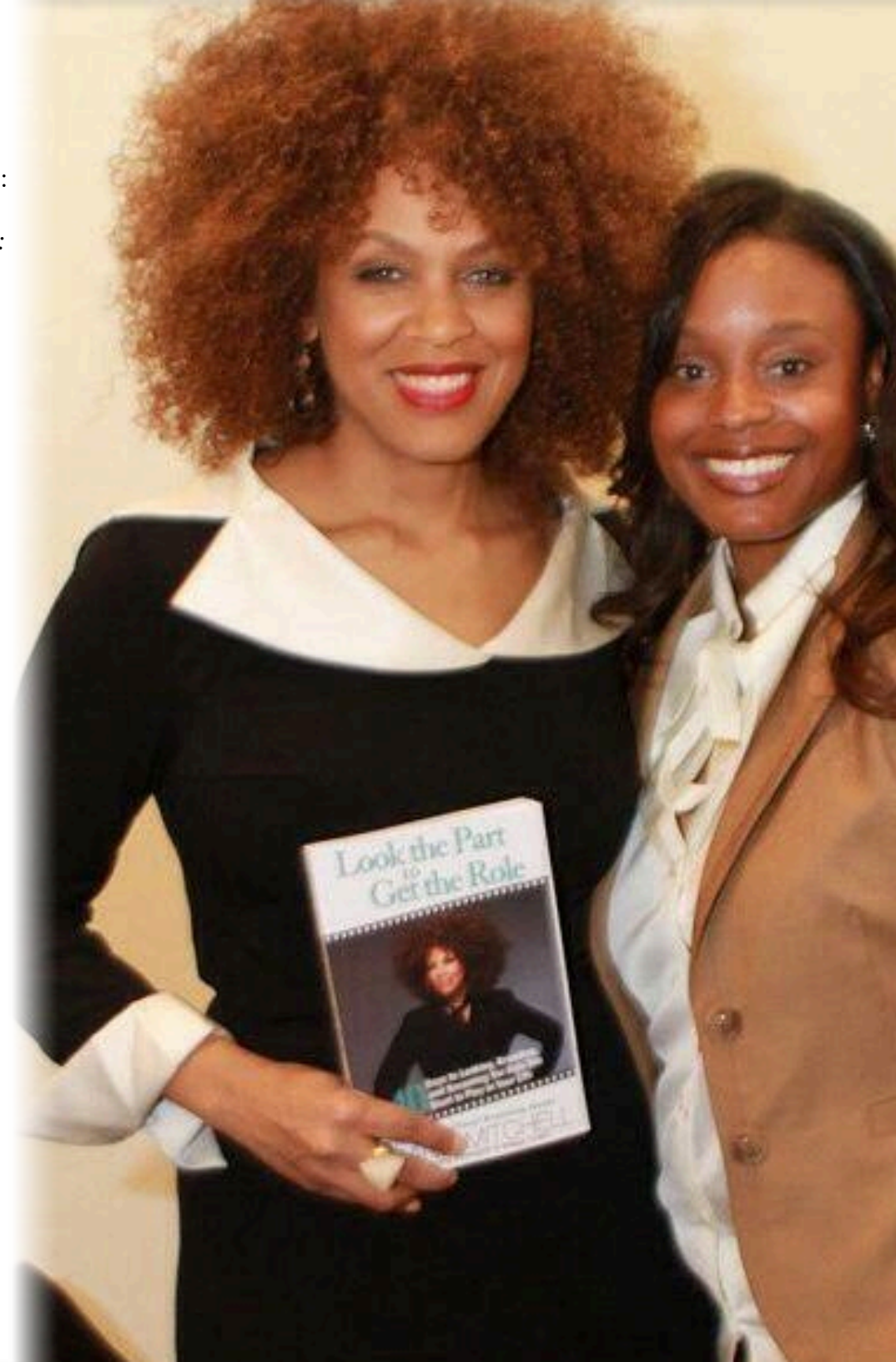
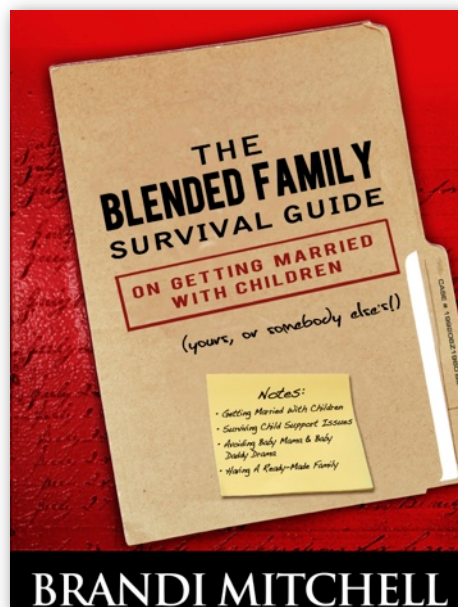
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*"The Blended Family Survival  
Guide on Getting Married with  
Children Yours or Somebody  
Else's".*

In 2017 she will release her fourth  
book entitled *"Reignite the Drive"*.





# THE SPEAKER

## **POINT AND DRIVE: THE MARCHING BAND FACTOR - HOW FOCUS AND RELENTLESS DRIVE CAN TURN THE ORDINARY INTO EXTRAORDINARY.**

Will you answer the demand of excellence or quit? When you're put in a pool of greatness you have two choices: either sink or swim! Brandi believes that greatness happens when you push past being comfortable; and if you're not scared while doing something new, you probably aren't playing a big enough game! In this transparent and entertaining keynote, Brandi shares the life lessons she learned on the marching band field as a member of the nation's greatest marching band which inspired her celebrated documentary film she produced and directed "Point and Drive" to illustrate how those principles condition you for success in life.

## **PERFECT PRACTICE MAKES PERFECT PERFORMANCE: HOW IT'S PRACTICE, NOT TALENT ALONE THAT MAKES YOU GREAT**

It's not always the talented that win; it's the most practiced! Sometimes, even the underdog. Why? They are hungry and have something to prove; mostly to themselves. Most successful people did not become great because they were naturally inclined. As a matter of fact, those who have mastered their art or trade will tell you that it was something that they practiced perfectly to the point where it appeared to their audience as natural. Brandi shares 5 things that great "performers" do to guarantee they become leaders and perform well in their expertise and how you can apply these tips to your goals, career and life. Her talk is based on her documentary feature film Point and Drive.

## **REIGNITE THE DRIVE: HOW TO GET UNSTUCK AND MOVE FORWARD BY REVISITING THE PAST**

Do you long for the days when you believed anything was possible in your career or life? Have you ever felt that you may be off track and are presenting to the world only a fraction of your true potential? Do you feel like you want to find the person who exercised child-like faith in terms of the fulfillment of their dreams? Do you find yourself thinking "I'm too old for change" or are you held hostage by "security" alone versus growth or purpose? Brandi will teach you how to stop living with regret, and instead reignite your inner drive by identifying and drawing from past wins to provide strength and fuel for your next phase in life.

## **THE "THEY" IS YOU: HOW TO RECOGNIZE AND MOVE THE CREATIVE IDEA YOU HEAR FROM OUT OF YOUR HEAD INTO REALITY.**

Ever had a thought of "they" need to do this, say this, create that? I firmly believe that often that is our cue to put those thoughts into action and fill a need in the earth. Too often we think "how"? Or "I can't do that", and dismiss the idea only to see it being done by someone else. Especially creatives, because creative people usually lack the business strategy to actualize the brilliant ideas they come up with. The end result is that they stay brilliant and broke! In this keynote Brandi shares the four stages she takes to actualize ground breaking projects and move from mere desire, loads of notes, to successful actualization as a creative doing business.



# EXPERT TOPICS

BRANDI MITCHELL IS QUICKLY EMERGING AS THE LEADING MAINSTREAM MEDIA AUTHORITY ON ENTREPRENEURIAL SUCCESS, CAUSE-DRIVEN FILMMAKING, AND PLATFORM DEVELOPMENT FOR WOMEN, ENTREPRENEURS, AND CREATIVES.

BRANDI HAS WORKED WITH OR BEEN FEATURED IN:



HER MOST REQUESTED TOPICS INCLUDE:

Personal Development • Branding & Marketing • Platform Development • Cause-Driven Filmmaking  
• Making, Monetizing and Marketing Your Independent Film/TV Project

A PARTIAL LIST OF PREVIOUS CORPORATE CLIENTS:



A PARTIAL LIST OF PREVIOUS SPEAKING ENGAGEMENTS:



# TESTIMONIALS



*"You 'Look the Part' of a kingdom woman because that's who you are, keep operating in your gifts!"*

DeVon Franklin  
CEO Franklin Entertainment,

## A PARTIAL LIST OF VISUAL BRANDING CLIENTS :



*"If you are interested in reinventing your brand, you need to work with Brandi Mitchell. She made me look fabulous and she can do the same for you."*

**MELINDA EMERSON, the Small Biz Lady**  
**Leading authority on Small Business Success**



*"Brandi truly made me embody the question: What if I thought of 'myself' as a Brand? Yes... It unfolded with Brandi Mitchell. I unleashed my inner passion and was guided as to how to define and refine my message."*

**CARRIE SALONE, McDonald's owner, Philanthropist, Speaker, Entrepreneur**



*"As a business owner, we're always thinking about our marketing, our products, our services, but we cannot forget our visual brand - and Brandi is a master at that. If you are looking for a way to upgrade your visual brand, if you are looking to step up and play big in your business, than you absolutely want to work with Brandi Mitchell"*

**DOREEN RAINEY, VP, Operations, Transformation Division at Steve Harvey World Group**



*"I completed my transformation with Brandi and felt fabulous. I looked in the mirror and did not recognize myself, so I guess I have to get reacquainted with this fabulous person that is now looking back at me."*

**DR. LUCILLE FARRELL-SCOTT Power of Now Conference Founder, Radio Host, Philanthropist, Speaker**



*"I feel absolutely fabulous. Today I feel like a new me stepping into my next season; moving from safe to owning my beauty and awesomeness. Thank you Brandi"*

**LISA NICHOLS, Transformational Speaker, Motivating the Masses**





# CELEBRITY CLIENTS

## CELEBRITY CLIENTS

Wayne Brady  
 Steve Harvey  
 Anthony Mackie  
 Boris Kodjoe  
 Eric Benet  
 Chrisette Michelle  
 Jasmine Guy  
 Ruby Dee  
 Ronald Isley  
 Michael Bivins of New Edition  
 Malcolm Jamal Warner  
 Hector Elizondo  
 Kyle Petty  
 Elise Neal  
 Monifah. R&B Divas  
 Deniece Williams  
 Evelyn Champagne-King  
 Christopher Williams  
 Roland Martin  
 Jayne Kennedy  
 Carl Payne  
 Omarosa  
 Eva Pigford  
 Bill Bellamy  
 Wesley Jonathan  
 Allen Payne  
 Keith Sweat  
 Kenya Moore, Real Housewives of Atlanta, Miss USA  
 DeShawn Snow, Real Housewives of Atlanta  
 Kristin Wilson  
 Jazze Pha  
 Christopher Dunn  
 Fred Hammond  
 Commissioned  
 Marvin Sapp  
 J Moss  
 PAJAM  
 Lexi  
 Ramiyah  
 Kierra Kiki Sheard  
 Mom & Pop Winans  
 Virtue  
 Comedian Jonathan Slocumb  
 Eugene Byrd  
 Omar Benson Miller  
 Obie Trice  
 Phyllis Yvonne Stickney  
 Congressman John Conyers

## TELEVISION

The MoNique Show BET  
 The Steve Harvey Project BET/CENTRIC  
 Welcome to Dreamland BET  
 Movie & A Makeover TBS

## COMMERCIAL

House of Payne -Tyler Perry Studios/TBS  
 Chevrolet  
 Steve Harvey Morning Show  
 TV One- One Night Only  
 BOOST Mobile  
 The Sweat Hotel (Keith Sweat)

## FILM

Crossover Feature, Sony Department Head  
 8 Mile Feature, Universal  
 Elevator ABC Network

## MUSIC VIDEO

EMINEM "Lose Yourself "  
 Chrisette Michelle "Gotta Love Jones"  
 Obie Trice "Cry Now"  
 Commissioned "Commissioned Reunion"

## PROMOTIONAL / TOUR

OPRAH Magazine "O You" Conference  
 BEYONCE "I AM"  
 BEYONCE "The Beyonce Experience" Tour  
 LOREAL Paris, National Touring Artist  
 Essence Music Festival  
 Soft Sheen Carson

## CORPORATE CLIENTS

L'OREAL Paris  
 GMC  
 Chevrolet  
 Saturn  
 TV One  
 Tom Joyner Foundation  
 Clear Channel  
 Radio One Network  
 BET  
 Centric  
 TLC Network  
 Turner Broadcasting  
 Peachtree TV  
 Fox Network  
 Verity Records  
 Sony Records  
 MAC Cosmetics  
 K-Mart





# PHILANTHROPIST



THE POINT AND DRIVE  
FOUNDATION

LAUNCHING  
SEPTEMBER 2016





# CONTACT + BOOKING

To book Brandi Mitchell for your next event contact:

BOOKING AT

[www.brandimitchell.com](http://www.brandimitchell.com)

[brandimitchell@brandimitchell.com](mailto:brandimitchell@brandimitchell.com)

(678) 631-6892



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