

*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**

[zilkermedia.com](http://zilkermedia.com)

[paigvelasquezbudde.com](http://paigvelasquezbudde.com)

# contents

Throughout the workbook, we will go through:

- 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)

## section one: THE INFLUENCE ID APPLICATION

### WHERE YOU CAME FROM

*“Before we define your influence, we need to understand what shaped it.”*  
— The Strategic Business Influencer

This page is about grounding your visibility in substance—not spin. Your past roles, experiences, and decisions all carry strategic weight. This is your brand foundation.

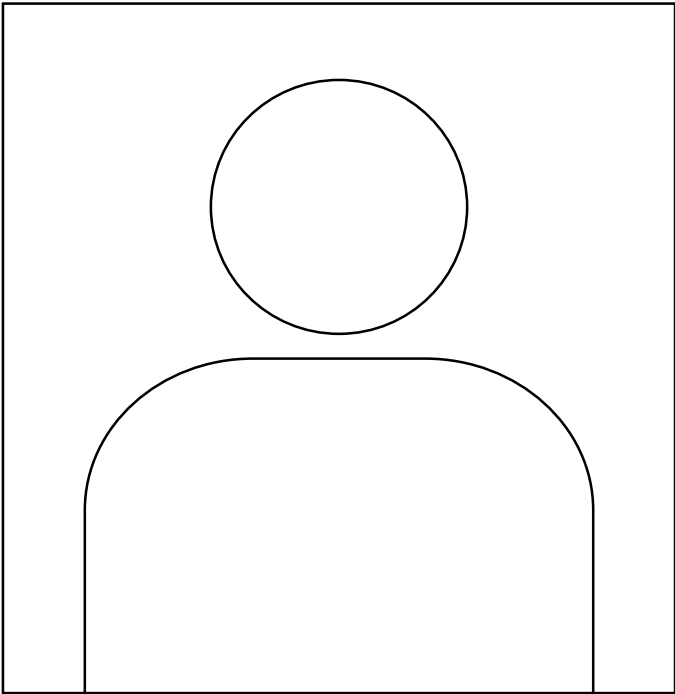
### OFFICIAL INFLUENCE IDENTITY APPLICATION FORM

Full Name:	
Current Business Title / Role:	
Also Known As (Trusted Descriptors): (Examples: Connector, Builder, Strategist, Guide, Advisor)	
Place of Origin(s): (This can be geographic, professional, or personal. Where does your leadership story begin?)	

<p><b>Key Life Roles That Have Informed Your Leadership:</b> <i>(e.g., educator, caregiver, veteran, athlete, founder, advocate)</i></p>	
<p><b>Pivotal Career or Life Moment:</b> <i>(A turning point that shaped your current leadership perspective)</i></p>	
<p><b>Core Strengths Trusted by Others:</b> <i>(Skills or qualities your colleagues, clients, or partners consistently rely on)</i></p>	
<p><b>If I exited my company tomorrow, I would still be known for:</b> <i>(Hint: This is your legacy lane. What impact sticks?)</i></p>	
<p><b>Passions or values that drive the impact you want to make:</b> <i>(This is your internal fuel. The “why” behind your leadership.)</i></p>	

**VISUAL IDENTITY**

Insert headshot or symbolic image here  
*(Choose an image that reflects how you want to be seen professionally and personally.)*



## STRATEGIC REFLECTION

PROMPT:

"I started or accepted a role at this business to solve \_\_\_\_\_.

But what most people don't see is how \_\_\_\_\_ shaped the way I lead."

This prompt brings both your logic and your impact into the story. Fill it in. Use it later in your bio or keynote. You'll come back to this line often.

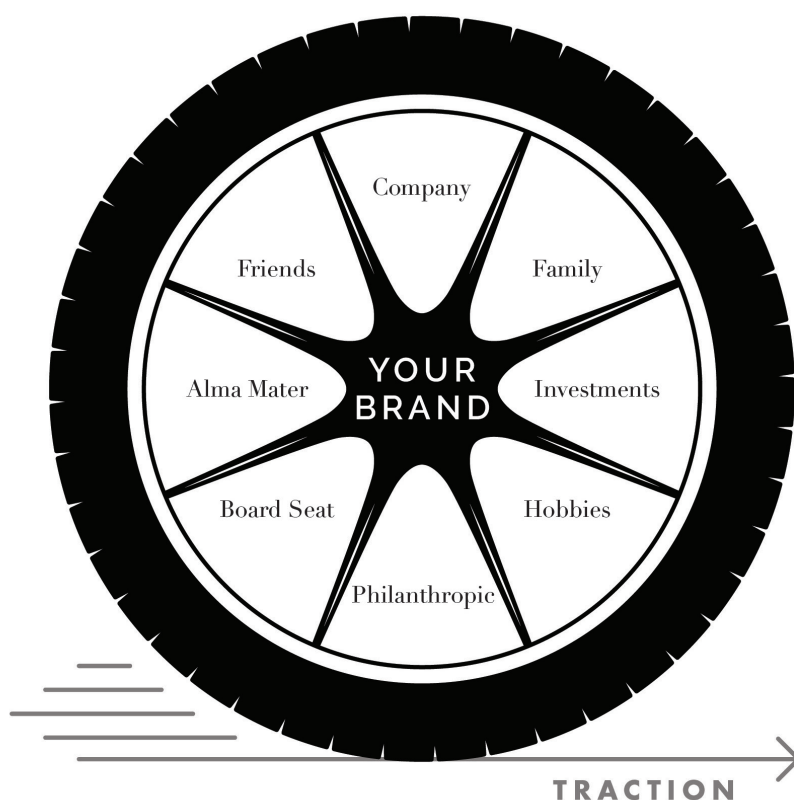
## THE BRAND WHEEL EXERCISE

### Who are you in addition to being a leader?

It is a simple, yet challenging question. Our identities as leaders can sometimes be so heads down in our business that we discount why loyal customers were attracted to working with us, investors believed in us, or employees got behind the mission in the first place. The reason why they choose to work with your business and support its growth is, most likely, you. They believed in your vision, leadership, and ability to execute. Most importantly . . . they trusted you.

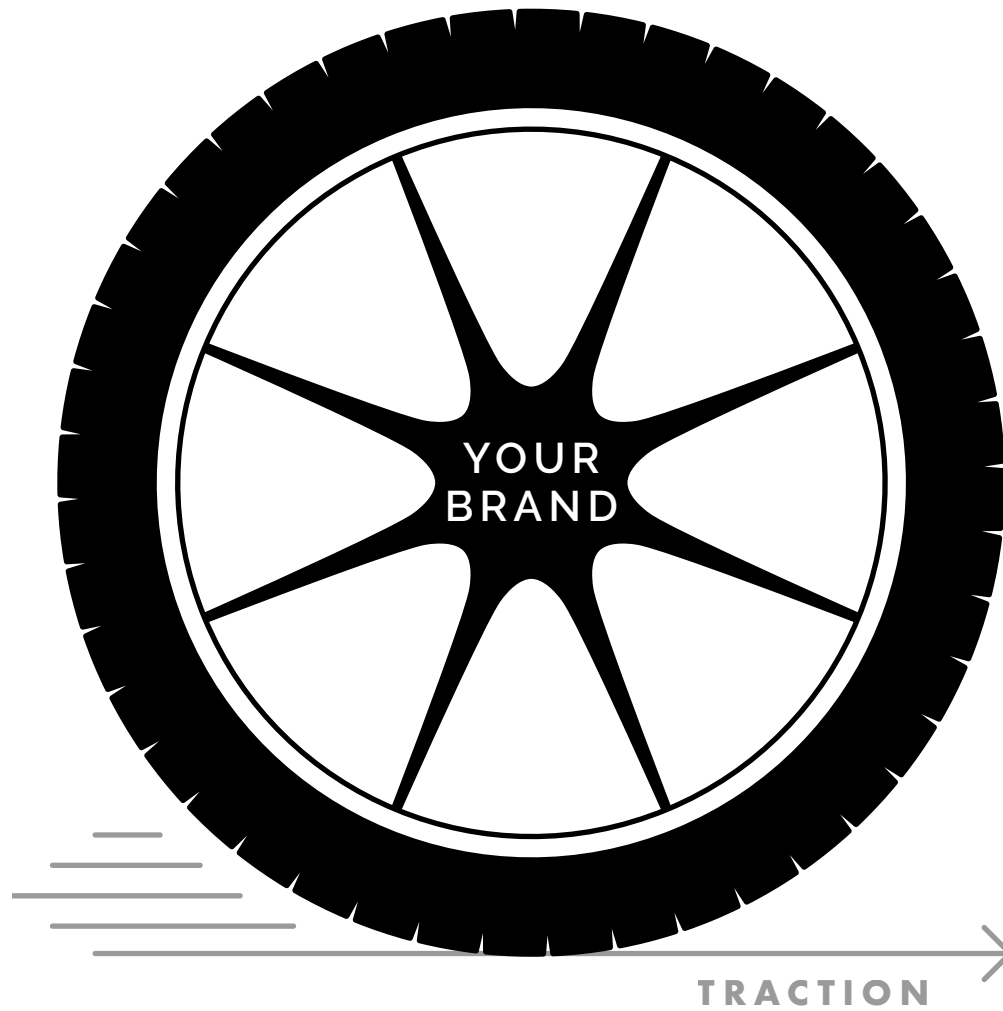
Your brand as a Strategic Business Influencer serves as the hub of this wheel. Each individual

spoke coming from the hub is an area your brand represents--the things that are important to you. You might have spokes of your wheel representing different ventures such as your alma mater, hobbies, family, philanthropic causes, board seats, or religion. These spokes all connect your hub to the rest of the wheel to allow for traction and movement. Just like people, there are different models of wheels that have a different number of spokes that derive from the hub. As a leader, it is in your DNA to be the connection point to multiple spokes, which may change over time.



**Sketch a circle and label 6–8 spokes that apply today:**

- Professional background
- Personal roles
- Beliefs and values
- Volunteer or board roles
- Life-defining experiences
- Passion projects



What themes connect them? Where do your most meaningful intersections lie?

## section two:

# YOUR INFLUENCE ID

## VERIFIED IDENTITY & POSITIONING

*"You can't build influence at scale until you understand the impact you are having in the rooms you're not in (yet)."*

— *The Strategic Business Influencer*

This page helps you validate your strategic identity through the language used by people who've worked with you and by creating a clear positioning statement that can guide your visibility strategy.

### INFLUENCE VALIDATION

**What do you think your 5–7 most trusted colleagues, clients, or peers would say about the following?**

What you do best

When you've been most effective

What differentiates you

How they describe your leadership

Now look for patterns and fill out these categories with common threads—not clichés:

Leadership Style: *(e.g. Calm under fire, energizer, values-first, strategic thinker)*

Business Strengths: (e.g. *Scaling systems, vision-casting, navigating complexity*)

Relational Qualities: (e.g. *Approachable, direct, trusted under pressure*)

Unique Differentiators: (e.g. *Technical founder who's also a people person, builds from the inside out*)

Unexpected Words Used to Describe You: (These are gold. Often quirky, and usually powerful.)



## section three:

# EXECUTIVE BRAND AUDIT

## DOES YOUR PUBLIC PRESENCE REFLECT YOUR INFLUENCE ID?

*"Whether you like it or not, your first impression doesn't happen when you walk in the room or hop on a Zoom—it happens when someone types your name into a search bar or a ChatGPT prompt. What kind of impression are you making?"*

— The Strategic Business Influencer

This section is your brand credibility checkpoint. You're auditing your digital footprint to ensure your presence matches the authentic positioning on your application.

### FIRST IMPRESSION CHECKLIST

Search in a private/incognito browser to avoid biased results. Enter the following and fill out the chart below.

Search Term	Top Results (Summary)	Reflects Your Influence ID?
Full Brand Name (Google)		<input type="checkbox"/> Yes <input type="checkbox"/> No
Name + Industry		<input type="checkbox"/> Yes <input type="checkbox"/> No
Name + Company		<input type="checkbox"/> Yes <input type="checkbox"/> No
AI Search / ChatGPT Summary		<input type="checkbox"/> Yes <input type="checkbox"/> No



**If you're not discoverable—or if your top search results don't reflect your Influence ID—this is a red flag.**

Before you build outward visibility, you need to own your name online—because your name is your brand's front door.

There are two common reasons this might be happening:

1. You have a common name (e.g. John Smith, Sarah Johnson), and you'll likely never own the first-page search results unless you differentiate.
2. You haven't built enough digital credibility yet—so the internet isn't surfacing your leadership identity.

If your name is too common, here's what to do:

Consider adopting a more distinct searchable version of your name that you use consistently across platforms and in your content. This can include:

- Adding a **middle initial** or **full middle name**
- Using a **maiden name** or **former name** (especially helpful for married women navigating identity changes)

These small changes can dramatically shift your discoverability—and build organic ownership over time. Think of it as your digital trademark. Consistency is the key.

## DISCOVERABILITY ACTION STEPS



Run a Google search of your full name in incognito mode



Claim a domain name that reflects your brand (e.g. [YourName].com)



Add a middle name or initial to distinguish yourself if needed



Update LinkedIn, email signature, and social bios to match



Use this name consistently across all platforms

DIGITAL EXECUTIVE PRESENCE SNAPSHOT

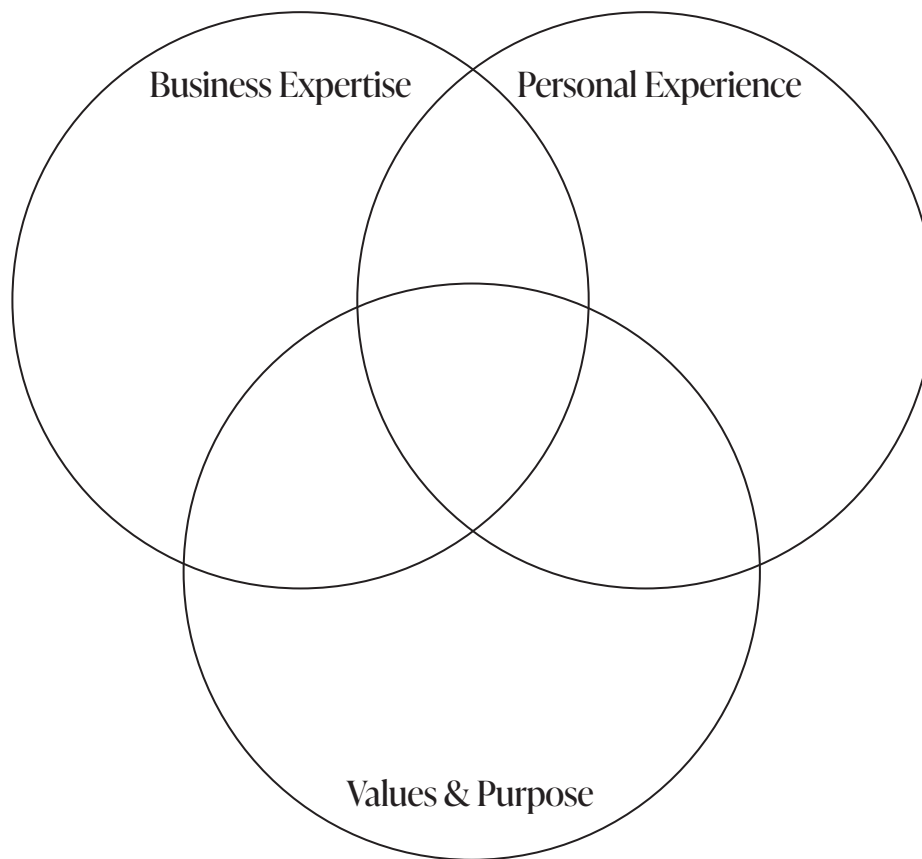
Platform	Is it Active?	Aligned with Influence ID?	Update Needed?
Personal Website	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
LinkedIn	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Social Media <i>(Facebook, Instagram, etc.)</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Media/Awards/Guest Interviews	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

DIGITAL COMPANY PRESENCE SNAPSHOT

Platform	Is it Active?	Aligned with Influence ID?	Update Needed?
Company Website	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Company LinkedIn	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Company Social Media <i>(Facebook, Instagram, etc.)</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Company Review Sites	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Media/Awards/Features	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

# STRATEGIC POSITIONING VENN DIAGRAM

Map your Influence Zone at the intersection of:



## MY INFLUENCE ID STATEMENT:

"At the intersection of my experience, credibility, and values, I create influence by \_\_\_\_\_."

Are you creating an image that differentiates you and builds trust in a crowded marketplace?

## VISUAL BRAND ALIGNMENT CHECKLIST

- ☒ LinkedIn photo reflects your current presence
- ☒ LinkedIn headline aligns with your Influence ID
- ☒ Bio tells your story, not just your résumé
- ☒ Social media visuals showcase credibility and the tone is consistent
- ☒ Dormant platforms are archived or updated

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

section four:

INFLUENCE ID STAMPS

STRATEGIC VISIBILITY & FORWARD-THINKING GOALS

*“Influence isn’t something you claim. It’s something others confirm.”*

*— The Strategic Business Influencer*

This page maps out your future visibility—where you want to go and how you’ll measure progress through external credibility markers, or “Influence ID stamps.”

FUTURE DESTINATIONS

Time Frame	Visibility Goals	Why It Matters Personally	Why it Matters to the Business
1-Year			
3-Year			
5-Year			

What rooms do you want to be invited into? What audiences should know your name?  
What conversations should you be leading?

# INFLUENCE ID STAMP GRID

This is where you track your earned credibility. These aren't vanity metrics. They're strategic wins that show you're being seen and trusted.

EXAMPLES

- Published thought leadership piece
- Keynote or guest lecture

- Strategic partnership or board role
- Media feature

- Industry award
- Peer referrals or testimonials

Stamp of Influence	Why It Matters	Target Timeline

# NOTES FOR THE TRAVELER

Use this space to reflect or recalibrate.

What's one visibility move you will take in the next 30 days?

*Think small but strategic. Send the pitch. Ask for the testimonial. Schedule the photo shoot.*

What habit, mindset, or hesitation could get in your way?

*Be honest. Self-doubt? Time scarcity? Perfectionism? Let's name it so we can disarm it.*

What relationship or opportunity do you need to prioritize now?

*Visibility accelerates through relationships. Who could open the next door if they better understood your impact?*

## section five:

# ACTIVATING YOUR INFLUENCE ID

## YOUR REFLECTION & ISSUED INFLUENCE ID

*"You already have influence. The decision now is: will you use and scale it?"*

*— The Strategic Business Influencer*

You've worked through:

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)

Now, it's time to commit—not to perfection or everything at once, but to momentum.

You now have a defined foundation, a clear message, an aligned public presence, and a strategic roadmap. This isn't a branding exercise. It's a leadership shift to create a more authentic and intentional presence that helps you make a bigger impact and grow your business.

## PERSONAL REFLECTION

What surprised you most as you completed this passport?

What part of your story deserves more visibility?



How do you want to be described by your peers, team, or clients one year from now?

## FINAL NOTE:

“The best leaders are not invisible. They bring visibility to their leadership at scale to grow trust and accelerate credibility for their companies.”

The Influence ID is now your foundation.

The stamps are waiting.

You’re cleared to lead—with clarity, credibility, and impact.

## AND REMEMBER: PASSPORTS EXPIRE.

Your Influence ID isn’t one-and-done. As your business evolves, your brand must evolve with it. Revisit your identity, your visibility, and your earned credibility regularly—because the most influential leaders know when it’s time to renew, refine, and re-emerge.

You don't have to go it alone. Join our Strategic Business Influencer community—a network of growth-minded CEOs, founders, and entrepreneurs committed to building brands that scale trust.

## HERE'S HOW TO GET STARTED:

### 1. Join the SBI Slack Channel

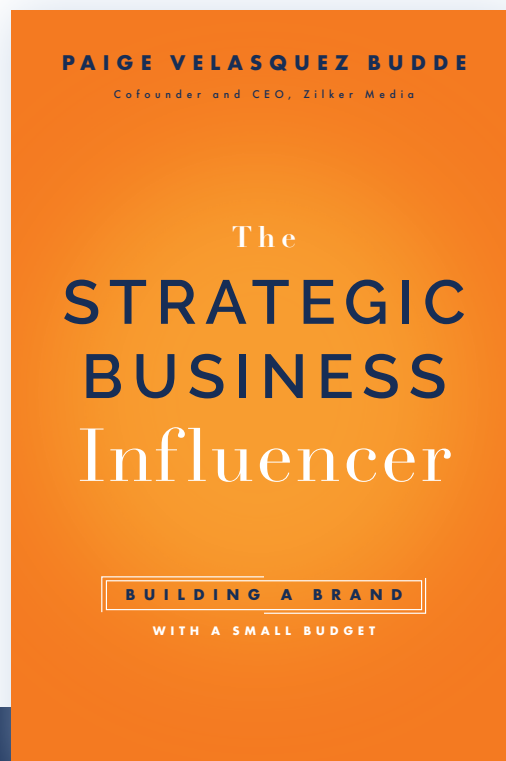
Go to [paigevelasquezbudde.com](https://paigevelasquezbudde.com) to apply for the SBI Slack channel to join other leaders, entrepreneurs and executives scaling their businesses.

### 2. Earn your first official stamp

Submit one visibility move you've made in the past 30 days. We'll feature select wins and stories inside the Slack channel and upcoming newsletters.

### 3. Grow alongside a curated group of peers

No spam, no ego, no fluff—just strategic, mission-driven visibility. Together.



**SOLD AT:**  
**BARNES&NOBLE**

**amazon**

**BAM!**  
BOOKS-A-MILLION

**B Bookshop**

# Paige Velasquez Budde

Co-founder and CEO, Zilker Media

[zilkermedia.com](https://zilkermedia.com)

[paigevelasquezbudde.com](https://paigevelasquezbudde.com)