

# BRANDFACE<sup>®</sup>

CLIENT SPOTLIGHT

HOW TO  
PRODUCE YOUR  
BEST LIFE

Helping Professional Women  
PIVOT TO THEIR SECOND ACT

SHANNON RUSSELL  
SECOND ACT SUCCESS



# WHY SHANNON BECAME A **BRANDFACE**

"I get so many compliments on my branding, it's a huge draw for people because it's professional and helps to showcase my personality and my past."

-Shannon Russell



## CHALLENGES / GOALS:

- Needed to differentiate herself in the career transition space
- Needed to target professional women who are unfulfilled in their careers and seeking to start their own business
- Showcase that she is both a professional and a Mom
- Establish a more clear and concise presence for her following
- Align her brand with content for her podcast (Second Act Success)

## OUTCOME:

- "You were able to help me tell my story with great clarity."
- "I get so many compliments because it looks professional and showcases my personality and my past."
- "It was the one thing I was missing to be able to pull it all together."
- "I'm able to help more women like me who want to move out of a 9-5 career and start their own business."

THE JOURNEY

# SHANNON'S HIGHLIGHTS

I help professional women who are unfulfilled in their careers pivot towards a second act that produces a balanced life of abundance.

- Former TV Producer and Certified Career Coach who helps women prepare and produce their best life
- Specializes in helping professional women make a second act career pivot toward a greater purpose
- Helps her clients leave behind the daily grind of a 9 to 5 career and start their own business
- Expertise in connecting clients with opportunities to help them produce a balanced life of abundance
- Pivoted from her own unfulfilled career to achieve a healthy balance as a professional and a mom
- Host of the *Second Act Success* podcast, and creator of companion coaching programs and online courses



# SHANNON'S STORY

Shannon Russell has always been a dreamer. As a young girl, she was mesmerized by what she saw on TV and decided that she wanted to build a life in the entertainment industry. When her parents surprised her with a trip to California after high school graduation, she knew right away she belonged in Los Angeles. Shannon became the first person in her family to attend college, graduating from Elon University with a Communications degree. She landed internships at CBS News and MTV, bringing her to New York City and eventually to Los Angeles, where she began growing her career as a television Executive Producer. Shannon was leading her dream life, but as often happens, things changed after giving birth to her first child. Changing priorities forced her to reevaluate what she wanted in life, and she decided it was time to refocus on her life as a new mom and start her own business so she could have more flexibility and freedom.

In 2016, she became a franchise owner with Snapology and grew her business into one of the top franchises in the country. On the heels of that success, Shannon decided to take her entrepreneurial spirit to an even greater height. She launched Second Act Success, a business designed to help women produce their best life by starting a business of their own. She is also the host of the Second Act Success podcast, and creator of companion coaching programs, and online courses. She shares her expertise in connecting clients with opportunities to help them produce a balanced life of abundance. She has grown a business that allows her to work from anywhere so she can travel more with her family. She wants to inspire her kids so they know they can do anything and hopes to be an inspiration for all those seeking to achieve a great life that measures up to their own unique dream.



# CONTACT SHANNON

**SECOND ACT  
SUCCESS**  
PRODUCE YOUR BEST LIFE



[Connect on LinkedIn](#)

## Join Career Clarity Collective

Where like-minded women come to get inspired about their next career move



[LEARN MORE](#)



# WHO WE ARE

COACHES, CONSULTANTS & EXPERTS HIRE US TO BUILD A PROFITABLE PERSONAL BRAND  
SO THEY CAN 'CHANGE HOW THEY'RE SEEN & CHARGE WHAT THEY'RE WORTH'

BRANDFACE

## Tonya Eberhart (Founder) & Michael Carr (COO)

- Creators of the most comprehensive personal brand building system across the globe
- Known for packaging and presenting authentic brands that turn purpose into profit
- Specializing in Coaches, Consultants & Experts who deserve to charge what they're worth
- Bestselling authors on personal branding and hosts of the Be BOLD Branding podcast
- Appeared 250+ times as expert guests and authorities on the subject of personal branding
- Recognized for their Define, Develop & Display formula for profitable personal branding

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