

For a freelance life less ordinary

Issue Twelve

# freelancer

## MAGAZINE



Freelancing Around the World

# Going Global





# Relocation, Relocation, Relocation

Christine Gritmon is an international speaker, personal branding expert and all-round firecracker. She lives in St Albans with her husband Greg and kids Josh (12) and Ellie (9), having moved her family over to the UK from the US. **Mel Barfield** grilled the Grit on what she does and how she juggles her work and family life.

## Tell us about what you do

Lately I've been calling it 'personal brand strategy', but what I really do is just help people not be freaked out by a) owning their greatness and b) putting stuff out there online so they can actually be found. I'm great at seeing the magic in people, and I help them figure out how to help other people see it, too. It's really a combination of content strategy and therapy.

## What's your own definition of a personal brand?

In a nutshell, "Your personal brand is the version of you that lives in other people's heads" but there's more to it than



that. A lot of it is about being known by the right people for the right things. It's also about the impression you leave on people – a 'brand' of course literally being an impression.

**You had a huge life change recently, tell me about your family – how's everyone doing?**

Moving from the US to the UK has been a huge adjustment for everyone, especially the children. Getting our home in order, sorting our own transport (not having a car for a few weeks was rough, coming from American suburbia!), and acclimatising to a very different school culture has been a process. But we're getting there, and we absolutely LOVE St Albans. That one part has been unanimously beloved from the very start. I'm really glad we found a fantastic home base on the first go.

**As well as your client work, you also have an illustrious international speaking career (#GOALS). When did you first get into public speaking?**

Speaking is what got me on this self-employment path! I was a journalist at a local newspaper, and I instinctually took to leveraging social media and personal branding to help me be in better touch with the community I was covering. People both in and out of the newsroom noticed what I was doing and asked me to help them start doing it as well, including giving talks for local



business groups. At first, my response was, "But I don't know what I'm doing!" but two things helped me fix that. One, I learned that things I considered obvious were actually quite difficult for some people to grasp. That realisation helped me value the knowledge I had. Two, I realised the best way to solve my self-perceived lack of knowledge was to learn more! So I geeked out on social media, got better at

**"A lot of it is about being known by the right people for the right things."**

explaining it to others, and eventually left the newspaper to work for myself in May 2016.

My business has evolved over the years from doing social media for small local businesses, to teaching them how to do it better themselves, and now helping professionals of all sorts define, refine, and rock out their personal brands in a variety of ways, both online and off. But it all involves breaking down the intimidation factor and empowering people to leverage the internet age's unprecedented levels of marketing opportunity for themselves. I love doing this from a stage, on Zoom, via my podcast Let's Talk About Brand! or one-to-one over coffee.

**What prompted you to pick up your life and move it across the ocean?**

Three things: the incredible family adventure of being in a new culture and travelling all over Europe; the fact that we CAN, since I've got rights of citizenship and my husband and I both work remotely; and the desire to witness America's mess from afar, rather than from within.

I've also got loads of friends and connections here in the UK, which has created a nice soft landing for this enormous leap. And I'm excited to see my large Irish extended family a bit more!

**Oh, how I wish I had Irish ancestry myself... how do you and your husband manage childcare around your jobs?**

We're still working on that. We both work from home, which helps a lot. I'm self-employed,

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so my schedule has more wiggle room. But it also means I'm more likely to have travel and random event days, so I'm very grateful my husband can flex to that when needed. Our kids being a bit older and more self-sufficient has also helped a lot.

### What's the biggest misconception people have about personal branding?

That it's about being bold and loud and braggy. You don't have to be any of those things if it's not you. Personal branding simply means being known for who you are and what you do, so you're findable by the people who need you. It does indeed often mean being a bit bolder, louder, and braggier than many people are currently comfortable with, but you can absolutely do it effectively as a modest



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introvert. It's all about finding ways of expressing yourself that will click with you and with your audience. Especially with YOU, since if it doesn't work for you, it doesn't work at all. And you don't need to be known by everyone, just by the right people.

### What determines whether you have a great day or not?

How many metaphorical fires I need to put out. How well I've slept. How much yelling there is in the morning. How effective the coffee is. But I get ample snuggles every day, which can always help turn any day around, if only for a moment.

### What do you want people to say about you when you're not in the room. "Oh, Christine? Yeah she..."

"...always makes me feel better anytime I interact with her. She's just human sunshine, you know? And so smart. And dead sexy. Lucky Greg!"

**Haha Greg's over here living his best life. ●**

Find Christine on Instagram [@CGritmon](#) or visit [gritmon.com](#)



Mel Barfield is a freelance copywriter specialising in creative ad copy.  
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Christine Gritmon empowers professionals to step into their personal brands in a bigger, bolder way on social media. You CAN do it—she'll teach you how!

She's spoken on stages worldwide and is a frequent expert guest on podcasts, live streams, chats, and blog posts, as well as hosting her own weekly podcast, Let's Talk About Brand.

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