

CAREY JAMES

YOU CAN'T READ THE LABEL
FROM INSIDE THE BOTTLE.



SPEAKER

STRATEGIC ADVISOR

RESEARCHER

COMMERCIAL STRATEGY

APPLIED NEUROSCIENCE

AS FEATURED IN

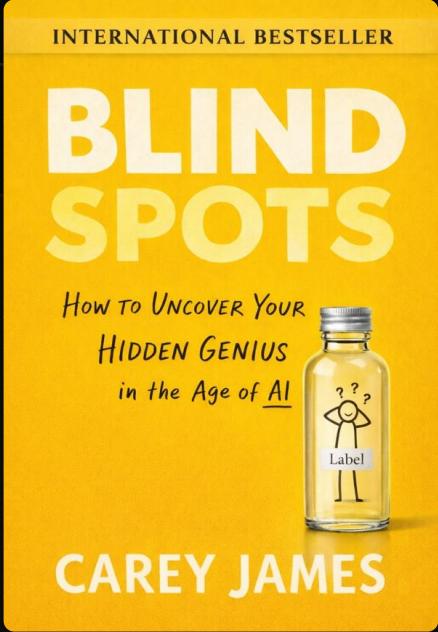


01 ABOUT CAREY

Carey James is the creator of the **Niche of One™ Framework** and **External Mirror Method™** – a human differentiation methodology that helps founders, executives, authors, and thought leaders uncover what makes them uniquely valuable and build authority around what makes them impossible to commoditize.

Drawing from a background in Applied Neuroscience and experience **generating more than \$30 million in revenue across global sales and growth organizations**, Carey operates at the intersection of personal branding, authority-building, positioning, and human behavior. His work explores why accomplished people often struggle to recognize and articulate their greatest value, and how that blind spot impacts influence, opportunity, and growth.

By combining behavioral science, market positioning, and real-world commercial experience, Carey helps high-performing professionals uncover what makes them uniquely valuable, communicate it with greater clarity, and build authority around ideas that competitors cannot easily replicate.



WHAT'S BEING BUILT

BLIND SPOTS

How to Uncover Your Hidden Genius in the Age of AI

02 KEY ACCOMPLISHMENTS

REVENUE

\$30M+

Closed across three continents

EXPERTISE

Applied Neuroscience & Human Differentiation

Commercial strategy and human behaviour

POSITIONING

Identity Clarity

Helping founders become the obvious choice

INTELLECTUAL PROPERTY

Proprietary Frameworks

Authority, positioning and market perception

MEDIA APPEARANCES

JASON MARC CAMPBELL

YOUR NAME IS YOUR BEST ASSET

Your Name Is Your Most Valuable Asset

ANDI SIMON

BUILD THE BRAND THAT AI CANNOT REPLACE

Human Branding Beats AI Noise

BOARDS!

HOW TO BUILD A 7-FIGURE BRAND IN 2025!

Why Personal Branding Is Non-Negotiable

03 TALKING POINTS

INTERVIEW TOPICS

- 1 The Label in the Bottle: Why Successful People Can't See Their Own Value
- 2 Niche of One: Becoming Impossible to Commoditise
- 3 Authority in the Age of AI
- 4 Why Positioning Beats Persuasion
- 5 Identity Blindness and Market Perception
- 6 The Psychology Behind Premium Pricing
- 7 Personal Branding as Modern Tribal Storytelling
- 8 Revenue Translation: Turning Expertise into Opportunity

SUGGESTED QUESTIONS

- “ Why do accomplished founders often struggle to recognise their greatest strengths?
- “ What does “The Label in the Bottle” mean?
- “ How can someone become impossible to commoditise in today's AI-driven marketplace?
- “ Why is positioning more important than persuasion?
- “ What mistakes do experts make when building authority?
- “ How does neuroscience influence market perception?
- “ What's the difference between visibility and authority?

LET'S CONNECT!

WEBSITE

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