ISAAC MASHMAN

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Commentary and Bylines.

Articles, features, and expert commentary, with quotable insight on personal branding, reputation, and positioning, and contributed articles under his own byline.

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STORY ANGLES

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A personal brand is innate and unavoidable. The choice is to direct it.

02 The Workforce as a Media Channel
Growing a company's image and revenue through the brands of its people.

03 AI Search Is Rewriting Reputation
What AI search and user-generated content mean for an executive's name.

04 Fame Is Not Influence
Fame is reach and influence is trust. Either alone is limited.

05 Earned, Never Bought
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Separating fact from fiction, from the author of a 376-page manifesto.

EXPERTISE

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HIS OWN WRITING

THE BOOK	Personal Branding: A Manifesto on Fame and Influence. Second Edition, March 7, 2025, Mashman Publishing.
THE PAPER	Identity Positioning: A Macroscopic View on Personal Branding, academically published in 2024.
ESSAYS	Executive Thoughts, his collected essays.

QUOTED IN

FORBES — MARCH 2025
What Self-Employed Consultants Really Charge In 2025

FORBES — OCTOBER 2024
8 Ways AI Is Generating ROI For Business Owners That You Can Copy

FORBES — FEBRUARY 2024
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ENTREPRENEUR
Expert commentary on personal branding

FEATURED AND INTERVIEWED

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How I Launched a Successful Personal Brand Consultancy and Defining the Industry

VALIANTCEO — SEPTEMBER 2024
Insights into Effective Scaling Strategies

AUTHORITY MAGAZINE — 2024
Driving Disruption: Isaac Mashman of Mashman Consulting Group

BOOK GOODIES — FEBRUARY 2024
Interview with Author Isaac Mashman

ASBN — JULY 2025
How Personal Branding Fuels Small Business Growth

And more: isaacmashman.com/in-the-media

ABOUT ISAAC

Isaac Mashman is the founder of Mashman Consulting Group, a personal branding consultancy, and the author of Personal Branding: A Manifesto on Fame and Influence, now in its second edition and a #1 New Release in Public Relations on Amazon. Born in Jacksonville, Florida, and based in Little Rock, Arkansas, he also owns Mashman Properties and Mashman Investments.

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