



ISAAC MASHMAN



— FOR PRESS AND EVENT ORGANIZERS

Isaac Mashman Media Kit.

— EXECUTIVE · PERSONAL BRANDING LEADER · 2X AUTHOR · SPEAKER

Approved bios, photographs, facts, and press citations. Media requests go to Mashman Consulting Group at press@mashmancg.com; speaking inquiries come directly to Isaac.

— FAST FACTS

The Record, for Reference.

Drawn from the public record. For anything not listed here, contact Media Relations.

NAME	Isaac Mashman
TITLE	Founder & CEO, Mashman Consulting Group
DESCRIPTORS	Executive · Personal Branding Leader · 2X Author · Speaker
BORN	August 18, 2000, Jacksonville, Florida, United States
BASED	Little Rock, Arkansas, United States
EDUCATION	River City Science Academy
BOOK	Personal Branding: A Manifesto on Fame and Influence. First Edition, November 1, 2021. Second Edition, March 7, 2025, Mashman Publishing.
FIRMS	Mashman Consulting Group (July 18, 2024) · Mashman Investments (January 3, 2022) · Mashman Properties (January 7, 2022)
METHODOLOGY	Identity Positioning™, developed with Eric Chow, academically published in 2024
PODCAST	Chase the Vision with Isaac Mashman, 2019 to 2022. 100 episodes over three years. Archived.
PRESS	Quoted three times in Forbes. Quoted in Entrepreneur.
HANDLE	@isaacmashman on LinkedIn, Instagram, YouTube, X, Facebook, TikTok, and Threads
MEDIA CONTACT	Media Relations, Mashman Consulting Group, contact@mashmancg.com . Working press on deadline: press@mashmancg.com
SPEAKING	contact@isaacmashman.com or the speaking inquiry form

In His Words

THE MARKETING MESSAGE, IN THREE LENGTHS

Coffee in excess. I optimize, position, and scale personal brands of executives & public figures.

Coffee in excess. I optimize, position, and scale personal brands of emerging to established executives & public figures.

Coffee in excess. I optimize, position, and scale personal brands of emerging to established executives & public figures, leading to influence, credibility, and market demand.

— BIOS

Three Lengths, as Written.

Please use a bio as written. Accolades and claims are exact; they should not be rephrased.

Short Bio

58 WORDS

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.

Medium Bio

108 WORDS

Isaac Mashman is the founder of Mashman Consulting Group (MCG), a private consulting firm specializing in personal branding, reputation architecture, and executive visibility. He is the author of *Personal Branding: A Manifesto on Fame and Influence*, now in its second edition. Both editions reached Amazon's Top 10 in Public Relations. The Second Edition surpassed its predecessor in both rankings and sales. With Eric Chow, he developed Identity Positioning™, MCG's proprietary methodology, academically published in 2024. Quoted three times in *Forbes*. Born in Jacksonville, Florida, and based in Little Rock, Arkansas, he also owns Mashman Properties, a real estate investment firm, and Mashman Investments, a private investment firm.

Long Bio

245 WORDS

Isaac Mashman is an executive, author, and speaker, and the founder of Mashman Consulting Group (MCG), a private consulting firm specializing in personal branding, reputation architecture, and executive visibility. Founded on July 18, 2024, and headquartered in Little Rock, Arkansas, MCG optimizes, positions, and scales personal brands of emerging to established executives & public figures, leading to influence, credibility, and market demand.

He is the author of *Personal Branding: A Manifesto on Fame and Influence*. The First Edition, published November 1, 2021, reached #1 New Release in Public Relations on Amazon. The Second Edition, published March 7, 2025 by Mashman Publishing, is a 376-page complete revision. Both editions reached Amazon's Top 10 in Public Relations. The Second Edition surpassed its predecessor in both rankings and sales. The world's first Philosophy of Personal Branding.

With Eric Chow, now MCG's Chief Operating Officer, he developed Identity Positioning™, the firm's proprietary methodology, academically published in 2024 as *Identity Positioning: A Macroscopic View on Personal Branding*. From 2019 to 2022 he hosted *Chase the Vision with Isaac Mashman*: 100 episodes over three years with numerous interviews with high-quality public figures.

He has spoken at the Atlantic-Oase Professional Conference in Denver and Cleveland, the Water Garden Expo in Oklahoma, and the Dreamer's Summit in Ghana. Quoted three times in *Forbes*. Quoted in *Entrepreneur*. Born in Jacksonville, Florida, and based in Little Rock, Arkansas, he also owns Mashman Properties, a real estate investment firm, and Mashman Investments, a private investment firm.

— APPROVED LINES

Claims, Verbatim.

Each line below is used exactly as written, everywhere. If a line you need is not here, it is not an approved claim.

#1 New Release in Public Relations on Amazon

The Second Edition in paperback, and the First Edition.

#3 New Release in Public Relations on Amazon

The Second Edition in hardcover. A New Releases position, not a best-seller peak.

Top 10 Amazon Best Seller in Public Relations

Both editions.

Both editions reached Amazon's Top 10 in Public Relations. The Second Edition surpassed its predecessor in both rankings and sales.

State rankings and sales together.

At its peak, the Manifesto ranked in Amazon's Top 10 Best Sellers in Public Relations, the same chart led by Edward Bernays' Propaganda, the founding text of the discipline.

For articles, media kits, and press materials. Not for social media.

The world's first Philosophy of Personal Branding.

Refers to the Second Edition.

Quoted three times in Forbes

Three quoted-source citations. Please describe them as quotes.

Quoted in Entrepreneur

A quoted-source citation.

100+ podcast episodes hosted

Chase the Vision with Isaac Mashman, 2019 to 2022. Archived.

The world's #1 personal brand consultancy, with 500 consultants globally by 2035.

A stated goal for Mashman Consulting Group, never a present-tense achievement.

Mashman Consulting Group is a Done With You consultancy.

The firm's model.

— PRESS CITATIONS

Quoted and Interviewed.

Quoted three times in Forbes. Quoted in Entrepreneur. Features and interviews are listed with their outlets.

FORBES · QUOTE

[Will AI Replace Consultants? Here's What Business Owners Say](#)

February 20, 2024, Jodie Cook

FORBES · QUOTE

[8 Ways AI Is Generating ROI For Business Owners That You Can Copy](#)

October 30, 2024, Jodie Cook

FORBES · QUOTE

[What Self-Employed Consultants Really Charge In 2025](#)

March 26, 2025, Jodie Cook

AUTHORITY MAGAZINE
· C-SUITE INTERVIEW[Driving Disruption: Isaac Mashman of Mashman Consulting Group](#)STARTERSTORY ·
FOUNDER CASE STUDY[How I Launched A Successful Personal Brand Consultancy And Defining The Industry](#)PROWL · INDUSTRY
INTERVIEW[#PRChat with Isaac Mashman](#)ASBN · BROADCAST
INTERVIEW[How personal branding fuels small business growth](#)VALIANTCEO ·
EXECUTIVE FEATURE[Insights into Effective Scaling Strategies](#)

Editorial coverage is earned, never bought. Neither Isaac Mashman nor Mashman Consulting Group engages in pay-to-play press placements, paid features, or purchased followings. Paid newswire distribution and advertising are separate disciplines, used as secondary support to organic effort, never as a substitute for it.

— SPEAKING

Stages So Far.

Speaking fees available on request. Speaking for non-profits and charities is free of charge.

2024

Atlantic-Oase Professional Conference, Denver

2025

Atlantic-Oase Professional Conference, Cleveland, Ohio

2025

Water Garden Expo, Oklahoma

VIRTUAL

Dreamer's Summit, Ghana (virtual keynote)

— BOILERPLATES

About Sections for Releases.

The standing paragraphs used across MASHMAN releases.

About Isaac Mashman

NEWSROOM BOILERPLATE

Isaac Mashman is the founder of Mashman Consulting Group 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 leads his other firms, Mashman Properties and Mashman Investments.

About Mashman Consulting Group

COMPANY BOILERPLATE

Mashman Consulting Group (MCG) is a private consulting firm specializing in personal branding, reputation architecture, and executive visibility. Founded by businessman and author Isaac Mashman on July 18th, 2024, the firm optimizes, positions, and scales personal brands of emerging to established executives & public figures, leading to influence, credibility, and market demand. MCG operates at the intersection of perception, strategy, and psychology, crafting brands that transcend industries and endure cultural shifts. By leveraging current and future technologies while rejecting superficial tactics, the firm's proprietary framework, Identity Positioning™, delivers a disciplined, macroscopic approach to reputation development, rooted in organic growth, authority, and precision. Headquartered in Little Rock, Arkansas, MCG is redefining how the world interprets and understands personal branding. If you would like to learn more or be connected with a Consultant, visit mashmancg.com.

About Mashman Investments

COMPANY BOILERPLATE

Mashman Investments is a private investment firm that utilizes years of experience in personal branding and executive visibility, to give acquisitions and equity investments unrivaled competitive advantages. Founded January 3, 2022, and based in Little Rock, Arkansas, the firm takes equity investments, positions, and acquisitions. Learn more at mashmaninvestments.com.

About Mashman Properties

COMPANY BOILERPLATE

Mashman Properties is a private real estate investment firm that sees opportunity in vacancy. Founded January 7, 2022, and based in Little Rock, Arkansas, the firm invests in undeveloped land with a long-term mandate toward commercial real estate, and does not pursue apartment complexes or single-family rentals. Learn more at mashmanproperties.com.

— PHOTOGRAPHS

Press Photographs.

Photographs are black and white. Please use them as supplied: no recoloring, filters, or compositing, and crop only in a way that keeps the context. Book artwork is reproduced exactly as issued. No photographer credit is required.

**Formal Portrait**

1122 by 1402 pixels, JPEG.
isaac-mashman-portrait.jpg

**In Profile**

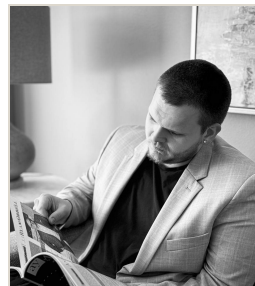
960 by 1280 pixels, JPEG.
isaac-mashman-atrium-profile.jpg

**Checking the Time**

960 by 1280 pixels, JPEG.
isaac-mashman-atrium-watch.jpg

**On a Call**

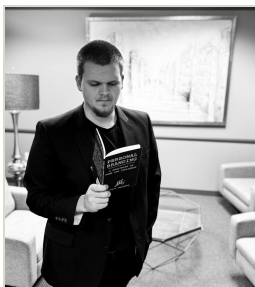
1246 by 1280 pixels, JPEG.
isaac-mashman-on-a-call.jpg

**Reading**

1280 by 1070 pixels, JPEG.
isaac-mashman-reading.jpg

**At Ease**

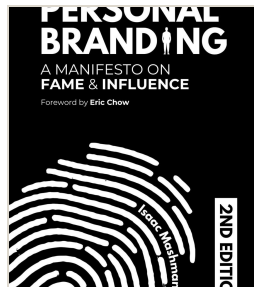
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isaac-mashman-lounge.jpg

**With the First Edition**

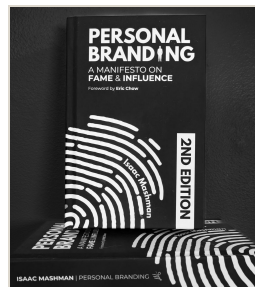
1280 by 960 pixels, JPEG.
isaac-mashman-first-edition.jpg

**With Attendees at Atlantic-Oase**

959 by 1280 pixels, JPEG.
isaac-mashman-atlantic-oase-attendees.jpg

**The Second Edition Cover**

897 by 1316 pixels, JPEG.
manifesto-cover.jpg

**The Second Edition in Hardcover**

1280 by 1280 pixels, JPEG.
manifesto-second-edition-hardcover.jpg

Every photograph, full size, in one file: isaacmashman.com/assets/media-kit/isaac-mashman-press-photos.zip.

— CONTACTS

MEDIA RELATIONS

Mashman Consulting Group,
contact@mashmancg.com. Mashman Consulting Group represents all MASHMAN entities.

SPEAKING

Inquiries come directly to Isaac:
isaacmashman.com/speaking.

WORKING PRESS

On deadline: press@mashmancg.com.

ONLINE

Every bio and photograph, ready to copy:
isaacmashman.com/media-kit.