ISAAC MASHMAN

PODCAST GUEST ONE-SHEET

A Guest Who Has Hosted.

Personal branding, reputation, and executive visibility, from both ends of the microphone: 100 episodes over three years of Chase the Vision, and 60 guest appearances since 2019.

100+	60	3x	#1
PODCAST EPISODES HOSTED	GUEST APPEARANCES ON IN THE MEDIA	QUOTED IN FORBES	NEW RELEASE IN PUBLIC RELATIONS ON AMAZON

EPISODE ANGLES

What We Can Talk About.

01 Identity Before Image
Identity Positioning™, the methodology behind Mashman Consulting Group: demonstrate who you are, on purpose, instead of performing an image.

02 The Front-Facing Executive
How founders and executives become the authoritative face of a company, and where an ego trip ends and a business tactic begins.

03 AI, Search, and Reputation
User-generated content, AI search, and where AI belongs in a personal branding strategy.

04 Earned, Never Bought
Why editorial coverage should be earned, never bought, and what that asks of a brand that wants to be taken seriously.

05 Booking the Next Show
Using a personal brand to book more podcasts, from someone who has sat in the host's chair and the guest's.

06 From a Four-Dollar First Sale
A high school clothing line whose first online sale came to about four dollars, entrepreneurship over college, and the road to his own firm.

SAMPLE QUESTIONS

- Q If a personal brand is simply you, why does anyone need a strategy for one?
- Q Is personal branding a myth, an ego trip, or a business tactic?
- Q Which of The 4 Laws of Personal Branding do most people skip?
- Q Why introduce yourself to three strangers every day?

RECENT GUEST APPEARANCES

THE DEEP END WITH ERIC TRIPLETT — JANUARY 2026
Pressure Testing The Deep End Rebrand

ALCHEMY EXPERIENCE — SEPTEMBER 2025
Influence Through Personal Branding with Isaac Mashman

CHIRO HUSTLE — AUGUST 2025
Get Your Branding and Messaging on Point with Isaac Mashman

WAKE THE BLEEP UP SHOW — JUNE 2025
How to Create Your Own Killer Brand

VERTICAL MOMENTUM RESILIENCY PODCAST — APRIL 2025
Personal Branding 101 with Isaac Mashman

PODCASTING MADE SIMPLE — FEBRUARY 2025
Using Your Personal Brand to Book More Podcasts

THE STRAT SHOW — JANUARY 2025
Why Visibility Matters: Brand Strategy and Online Omnipresence

TOOLS OF THE PODCAST TRADE — DECEMBER 2024
Personal Branding vs Marketing: Tips for Podcasters

SALES AND CIGARS — NOVEMBER 2024
Episode 202: Isaac Mashman

Every appearance, with links and transcripts: 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.

BOOK ISAAC AS A GUEST

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On the inquiry form, choose Podcast or interview as the format. Requests come directly to Isaac.