



Mashman Ventures Company Overview



What Is Mashman Ventures

Mashman Ventures is a public relations firm that specializes in helping create, maintain, and scale unrivaled personal brands. A personal brand when leveraged can result in benefits such as more awareness, business, and opportunities; this is the reason the firm exists.

The Story Behind Mashman Ventures



Businessman Isaac Mashman founded Mashman Ventures on April 17th, 2020 after witnessing a lack of education, guidance, and transparency surrounding personal branding. There were plenty of agencies working with businesses, but what about the people behind them? The entertainers of the world and the leaders. *"Everyone has a personal brand, after all."* It is now his vision to turn Mashman Ventures into the **#1 public relations firm** in the world in the personal branding space



November 2023 the company announced it will be relocating to Isaac's home city of Jacksonville, Florida



On November 1st, 2021 Isaac Mashman published his first book, a dedicated work to the subject, *Personal Branding: A Manifesto on Fame and Influence*



September 2022 Mashman Ventures began expanding its Consultants Team

Mashman Ventures' 4 Pillars

MV

- **Education**
What is your personal brand?
- **Branding**
Who do you want to be known as?
- **Mindset**
What do you want to get from your personal brand?
- **Marketing**
How do we get you there?

What The Data Shows



People look to people for buying decisions

According to [Pew Research](#) 3 in 10 adults made a purchase after seeing an influencer or post about a particular product

CEOs are learning to leverage their personal brands

The [Harvard Business Review](#) highlights how more high-ranking executives are getting into the public eye and are using their own personal brands to shape their company's image

Employers check social media

[Zippia](#) reports that 67% of employers check social media for hiring and an overwhelming 92% use social media in some fashion

Links and attribution to this research can be found at the end of this presentation.

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Common Personal Branding Pain Points

Just to name a few...

- **Lack of Clarity**
Confusion on what to do next for your personal brand, where to go, analysis paralysis, etc
- **No Public Authority**
If the public doesn't know what you do and then have a reason to trust you, your results will suffer
- **No Revenue (ROI)**
Personal brands can make money, the question is how?
- **Knowing How To Leverage Your Personal Brand for Opportunities**
- **No Motivation**
You have to know why and how you can consciously build your personal brand to ever take the first step
- **Low Visibility**
Not showing up in search queries such as Google and AI, opportunities not finding you, social media platforms not promoting you
- **Little To No Audience**
Without a captivated "cult-following" you can't possibly expect to get engagement and market yourself and future endeavors without relying on paid advertising
- **Problems with Publishing and Distribution**
You want to create or already have Intellectual Property like books, courses, and podcasts, but don't have a plan on how to publish or bring it to market

Our Solutions For Individuals

How we will get you from point A to Z



Counsel & Support

Via tailored consultations, we address and answer the client's highest-value personal branding problems.

Our work together is measured by results, rather than time.

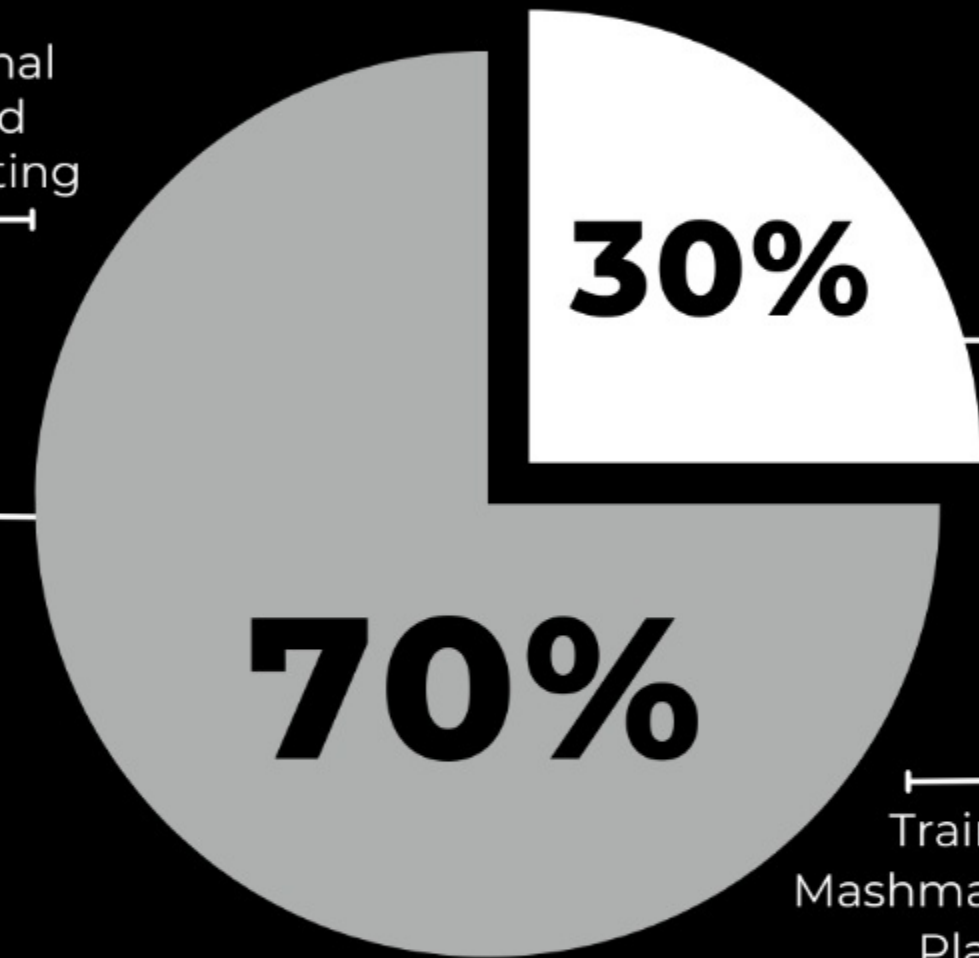


Training

The Training by Mashman Ventures Platform is rich in evergrowing and evergreen resources that clients can use to propel their personal brand and reputation forward.

Be a part of the exclusive Training by Mashman Ventures Community!

Personal Brand Consulting



Training by Mashman Ventures Platform

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Our Solutions For Teams

Counsel and Training



- Employees can have a massive impact on the outward appearance of their employers. Whether that is a negative review on a hiring website or complaining to their friends about how overworked they are, you have to get ahead of your culture and flip the narrative.
- Mashman Ventures will consult and train your team members in a one-to-many setting on how they can leverage their personal brands to actually grow your organization's reputation and revenue outside of the workplace. We refer to this as Internal Marketing.
- Members of your team can be added to the Mashman Ventures' Resource Library upon request or at scale.
- Mashman Ventures can also be hired to individually consult with one or more employees, including executive teams and will be priced as normal sessions.

This is priced on a case-by-case basis depending on factors such as company size, preferred method of training such as in-person appearances, and other preferences.

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Our Team

Who makes Mashman Ventures work



Trained Consultants

Our consultants are educated, trained, and experienced in personal branding.



Hierarchical Team

With a hierarchical team in place, you can be confident in the standards we are providing.



In-house Media Experts

We have audio, graphic, web development, and other media experts in-house.

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What Makes Us Different



Against Unethical Tactics

Mashman Ventures is fully against unethical and immoral pay-to-win tactics.



No Fake Credibility

We never promote fake followers, fake press, or make empty promises.



Organic Growth

We want to help you get the most out of your personal brand, the right way. This means finding and using every tactic to your advantage to maximize exposure. **Organic doesn't mean slow, but it does mean IT WILL LAST!**



Nurturing Relationships

We will help you understand what goes into the psychology of your personal brand and how you can foster relationships of trust that can propel you forward.

Who We Work With

This isn't a comprehensive list.

Business Owners & Executives

We often work with owners of small to large businesses to establish themselves as public experts and leading authorities, grow their endeavors, and improve their overall presence.

Celebrity Figures

We have helped celebrity figures such as actors, models, and musicians improve their reach, mitigate risks, and strengthen their images.

Authors & Bloggers

We have helped writers publish their books, increase their sales, leverage their rankings, and improve the overall visibility of their works.

Content Creators

From comedians to esports gamers and your traditional influencer, the one thing content creators desperately need is longevity. Our strategies help achieve just that.

Speakers & Podcasters

With millions of podcasts out there and people fighting to get onto physical and virtual stages, we have optimized messaging and awareness through organic channels and word of mouth.

Coaches, Consultants, & Other Expertises

We have worked with numerous coaches, consultants, and other verticals such as HR representatives, therapists, and performance coaches increase social proof and verify their credibility.

Social Proof: Client Stories



"I learned so much about how to maintain brand consistency and grow my social media network. This has and continues to help grow my brand during my Miss Indiana reign. So appreciate all of the support and mentorship I have been given!"

Karissa Jaeckel

Miss Indiana for America Strong, 2023



"Isaac is a master of his craft. The amount of passion he has when building personal brands is unmatched. He's been incredible with managing the reputation for my businesses and those of my clients. If you're looking for someone to help cement a legacy for your business, look no further than Mashman Ventures."

Marvin Coffman

Founder of Automation GOAT



"Since working with Mashman Ventures, [here are] some of the results I've gotten! People have reached out to me through my website or through my social media and now they know me as an expert or someone who is very passionate about human connection. It's a great feeling that I'm getting my word out there more."

Richard Lee Thai

TEDx Speaker, Author, and Coach

Social Proof: Video Testimonials

With dozens of positive reviews and video testimonials, we will let our clients and their accomplishments speak for our work.

Visit <https://youtube.com/@mashmanventures>
to hear what people are saying

Our End Goal

It is our sole focus to help you create, maintain, and scale an unrivaled personal brand.

We look at each of your aspirations.

Through expertly tailored consultations, we help you leverage your personal brand to accomplish them.

Your goals are our goals.



Mashman Ventures' Pricing Overview

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Consultation Pricing

Consultations start at \$500 per call and have a scaling structure.

You can purchase as many sessions as you would like in advance. *For example*, if you know that you will need more support moving forward, you can choose to pay for two or even more sessions in one convenient transaction.

These consultations must be redeemed within 24 months from the time of purchase, and the firm should be given at least one week notice from when you want to schedule.

This is the ideal choice for the established professional, rising creator, upcoming author, and anyone else who needs answers, clarity, and guidance regarding their personal brand.



Training Platform

Prices vary by product and program.

This is for the self-sufficient leader who wants to grow at their own pace. Combine this with multiple consultations for considerable outcomes.

The Next Step To Creating An Unrivaled Personal Brand

Get with your contact



Now is a great time to get back to the person who sent you this presentation! They will guide you through your next steps.

Email us



Send an email to contact@mashmanventures.com to get in touch with our team of consultants and set up a time to talk.

Visit our website



Go to mashmanventures.com to learn more about our services and sign up for our newsletter.

Connect on social



Follow us on LinkedIn, Twitter, Instagram, and Facebook to stay up to date and get weekly Personal Branding Tips.

Text us



You can directly reach a consultant of Mashman Ventures by texting

(904)-567-7138.



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Disclosures & Attributions

Confidentiality: All information presented by Mashman Ventures in this presentation is strictly confidential and intended solely for the recipient.

No Guarantees: While we strive to provide the utmost quality of services, we make no guarantees regarding specific results or income. Personal branding outcomes may vary based on individual efforts and circumstances. Given the nature of our services, we do not offer refunds.

No Endorsement: Testimonials and case studies shared are individual experiences, and their outcomes are not guaranteed for all clients. Results may vary.

Privacy Policy: Your privacy matters to us. Review our Privacy Policy at <https://www.mashmanventures.com/privacy-policy> to learn about how we collect, use, and safeguard your personal information.

Updates and Changes: We reserve the right to update our services, policies, or disclaimers.

Pew Research Study: <https://www.pewresearch.org/short-reads/2022/11/21/for-shopping-phones-are-common-and-influencers-have-become-a-factor-especially-for-young-adults>

Harvard Business Review: <https://hbr.org/2023/05/ceos-step-into-the-front-lines-or-risk-losing-touch>

Zippia: <https://www.zippia.com/advice/social-media-recruitment-statistics>



Refund Policy

<https://www.mashmanventures.com/refund-policy>

We ask that you please note, Mashman Ventures LLC is an education and service-based business. Each call we have, we are training you on how to effectively get results with your personal brand and/or company brand, while also giving real strategies with a hands-on approach. What we speak about, we know works, which is why Mashman Ventures LLC offers a no refund policy on all digital products, physical products, packages, group training, and all other products and services.

For digital products, to best protect Mashman Ventures LLC, the buyer, and the intellectual property we do not offer refunds of any kind.

If you are unable to attend a webinar that you paid for, please reach out to us at **refunds@mashmanventures.com** and we will discuss our options moving forward.

Please note, that if the party pays a partial payment, it is at Mashman Ventures LLC's full discretion and right to refuse future work, or full access to noted offers, including but not limited to additional calls, consultations, community access, webinar seats, and discount offers. Mashman Ventures LLC has the right to decline to work with a party, both new, and returning.

Any and all sales, both product-based and service-based are a digital and/or physical, and/or verbal commitment/s of both parties.

Our methods only work if you do. If you have any questions whatsoever please reach out at **refunds@mashmanventures.com**.

