MCG

PRESS KIT · NOVEMBER 2026

Mashman Consulting Group Press Kit.

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

mashmancg.com/press

2024	5	12	3x
FOUNDED JULY 18	PERSONAL BRAND PILLARS	FREE PERSONAL BRANDING TOOLS	ISAAC QUOTED IN FORBES

ABOUT THE FIRM

The Company Overview.

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.

Identity Positioning™

Identity Positioning™: the personal brand methodology of Mashman Consulting Group LLC, developed by Isaac Mashman and Eric Chow. identitypositioning.com is the technology hub for MCG, home to its audits and tools.

FAST FACTS

The Firm, for Reference.

LEGAL NAME	Mashman Consulting Group LLC
CATEGORY	Personal branding consultancy
MODEL	Mashman Consulting Group is a Done With You consultancy.
FOUNDED	July 18, 2024, by Isaac Mashman
HEADQUARTERS	Little Rock, Arkansas, United States
METHODOLOGY	Identity Positioning™, developed by Isaac Mashman and Eric Chow. White paper: *Identity Positioning: A Macroscopic View on Personal Branding* (2024)
DOCTRINE	*Personal Branding: A Manifesto on Fame and Influence*, Second Edition, March 7, 2025. 376 pages. ISBN 979-8-9924591-5-9
TECHNOLOGY HUB	identitypositioning.com, home to the Brand Audit, the Workplace Audit, and the tools
IMPRINT	Mashman Publishing, an imprint of MCG, by invitation only
SOCIAL	@mashmancg on LinkedIn, Instagram, X, YouTube, Facebook, TikTok, and Threads

LEADERSHIP

The People Who Wrote the Doctrine.



Isaac Mashman

FOUNDER & CHIEF EXECUTIVE OFFICER

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 owns Mashman Properties and Mashman Investments.



Eric Chow

CHIEF OPERATING OFFICER

Eric Chow is Chief Operating Officer of Mashman Consulting Group and a long-time collaborator of Isaac Mashman's since 2019. He is the editor and foreword author of the Second Edition of the Manifesto, and he helped develop the Identity Positioning™ philosophy itself, not only the book that documents it.

Bios in three lengths, photographs and citations: isaacmashman.com/media-kit and ericchowreal.com/media-kit.

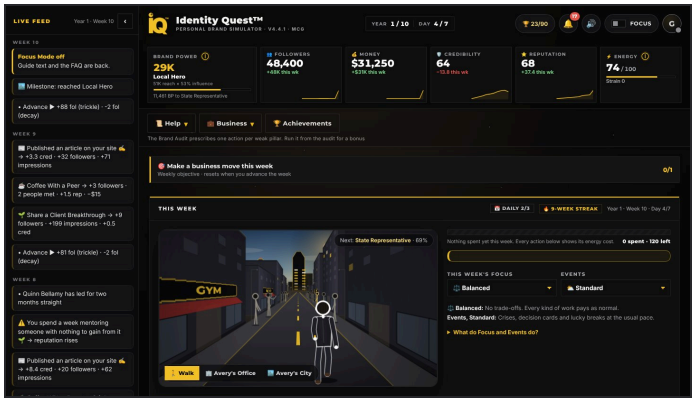
THE ECOSYSTEM

What the Firm Builds.

Identity Positioning™ Brand Audit	Active · Free	A self-serve diagnostic at two depths: the Rapid 25 (25 questions, about seven minutes, no code) and the Unrivaled 50 (50 questions, about fifteen minutes, by referral code while in limited release). It scores The Five Personal Brand Pillars across 25 dimensions.
MCG's Workplace Audit	Active · By Application	A proprietary audit of how employees use their personal brands and, through them, represent their company. Leadership receives trends across participants, never individual answers. Pricing on request.
The Identity Positioning™ Toolkit	Active · Free	Twelve rule-based tools, each following a chapter of the Manifesto. No sign-up and no AI.
Identity Quest™	Active · Free	The world's first personal brand simulator, released in 2026 and played in any browser.
UnrivaledMCG	Active, Development Ongoing	MCG's training platform for consultants and clients: guided programs in the Identity Positioning™ methodology and an evergreen Resource Library.
Identity Positioner™	In Development · 2027	An AI personal brand consultant for premier clients. A separate product from the Brand Audit; neither delivers the other.
The MCG Wiki	Active · Free	The firm's free reference: the Doctrine Library and personal branding by profession.
The MCG Newsroom	Active	One newsroom for every MASHMAN release, published on mashmancg.com and on the news page of each entity it concerns.
Mashman Publishing	Active · By Invitation	An imprint of MCG. By combining our expertise in personal branding and reputation architecture with modern day mass distribution, we publish books that have traditional credibility without all of the fine print.

IDENTITY QUEST™

The Personal Brand Simulator.



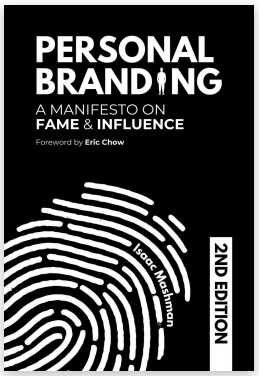
Identity Quest™, the world's first personal brand simulator. Free from Mashman Consulting Group, it is a browser-based simulation of building a personal brand over time: players spend a weekly energy budget on posting, networking, pitching press, publishing, investing, writing a book, and launching a podcast, and watch followers, credibility, reputation, and money compound into Brand Power. No purchase and no paywall. Play at identityquest.press.

THE DOCTRINE

The Manifesto.

Personal Branding: A Manifesto on Fame and Influence, Second Edition, by Isaac Mashman. Published March 7, 2025. 376 pages. ISBN 979-8-9924591-5-9

The world's first Philosophy of Personal Branding. A #1 New Release in Public Relations on Amazon.



Identity Positioner™

Identity Positioner™ is an AI personal brand consultant from Mashman Consulting Group, trained on MCG's resources, the Identity Positioning™ methodology, and Isaac Mashman's body of work. It is built to give founders and public figures strategic counsel on demand, between sessions or on their own, and access is limited to premier clients. Identity Positioner™ is in development and scheduled for 2027. Not available today and not part of any current engagement.

SPEAKING

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)

Speaking fees available on request. Speaking for non-profits and charities is free of charge. Isaac Mashman and Eric Chow are also available for private speeches tailored to an organization.

MASHMAN

The Entities MCG Represents.

Mashman Consulting Group represents all MASHMAN entities.

Mashman Investments
mashmaninvestments.com
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.

Mashman Properties
mashmanproperties.com
Mashman Properties is a private real estate investment firm that sees opportunity in vacancy.

Mashman Publishing
mashmanpublishing.com
Mashman Publishing is an imprint of MCG.

Personal Branding Agencies
personalbrandingagencies.com
The world's first dedicated personal branding directory.

Identity Quest™
identityquest.press
Identity Quest™, the world's first personal brand simulator.

Identity Positioning™
identitypositioning.com
Identity Positioning™ is the personal brand methodology of Mashman Consulting Group LLC, developed by Isaac Mashman and Eric Chow.

APPROVED LINES

Claims, Verbatim.

- The world's first Philosophy of Personal Branding.
- Identity Quest™, the world's first personal brand simulator.
- Mashman Consulting Group is a Done With You consultancy.
- 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.
- Audit scores are never produced by AI.
- The Workplace Audit is not intended to be invasive or controlling; it is a good-faith effort to improve outcomes.
- MCG will never contact any member of your organization unless you ask us to.
- Mashman Consulting Group represents all MASHMAN entities.
- The world's #1 personal brand consultancy, with 500 consultants globally by 2035.
- #1 New Release in Public Relations on Amazon
- Both editions reached Amazon's Top 10 in Public Relations. The Second Edition surpassed its predecessor in both rankings and sales.
- 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.
- Quoted three times in Forbes
- Quoted in Entrepreneur

FROM THE NEWSROOM

Recent Releases.

PRESS RELEASE · NOVEMBER 2, 2026
Identity Quest™ Puts Every Move on Screen in a Walking, Animated World

PRESS RELEASE · OCTOBER 30, 2026
Mashman Consulting Group Introduces MCG Certified Partners, a Seal Held to Its Code of Ethics

PRESS RELEASE · OCTOBER 28, 2026
Personal Branding Agencies Launches Workspace 1.0 So Buyers Can Send Vetted Practices a Brief Directly

Every release: mashmancg.com/news

EDITORIAL COVERAGE

Quoted and Interviewed.

FORBES · QUOTE · MARCH 26, 2025
What Self-Employed Consultants Really Charge In 2025

FORBES · QUOTE · OCTOBER 30, 2024
8 Ways AI Is Generating ROI For Business Owners That You Can Copy

VALIANTCEO · EXECUTIVE FEATURE · SEPTEMBER 19, 2024
Insights into Effective Scaling Strategies

FORBES · QUOTE · FEBRUARY 20, 2024
Will AI Replace Consultants? Here's What Business Owners Say

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

1 more at mashmancg.com/press. Editorial coverage is earned, never bought.

Press
press@mashmancg.com
Bios, photographs, logos: mashmancg.com/press

Engagements
contact@mashmancg.com
By application at mashmancg.com

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