

# Isaac Mashman Public Speaker

## Biography & Information

### Introduction

Isaac Mashman is a businessman, author, coffee addict, creator, podcast host, private investor, and speaker. Known for his work in personal branding and individual reputation management, Isaac is the founder of Mashman Consulting Group, a consulting firm headquartered out of Little Rock, Arkansas. He is an investor through his businesses, Mashman Properties, and Mashman Investments, the author of *Personal Branding: A Manifesto on Fame and Influence*, and a renowned podcast guest as well as host. Through his speaking engagements, Isaac is looking to share his experiences in life and business with the ambitious people sitting in the audience.

### Full-Length Biography About Isaac Mashman

Isaac Mashman is a businessman, author, coffee addict, creator, podcast host, private investor, and speaker. Born in Jacksonville, Florida to a lower-income, single-parent household Isaac spent his first 18 years seeing what problems can come with a lack of money and more importantly a lack of healthy beliefs in self and of the world. A stellar student consistently at the top of his class, he was bound for college and was close to receiving a full-ride scholarship. During his senior year, however, Isaac discovered the idea of entrepreneurship. Enamored by the ability to dictate how much money you made, the freedom to travel and work from anywhere, and the other benefits that came with it, in a last-minute decision, he decided not to go the traditional route and jumped headfirst into business.

Getting his start in the industry of network marketing, Mashman joined 3 different companies, 4 different times before realizing that he wanted more control over his day-to-day operations and executive decisions. Although he never made much money from his time in the industry, he attributes a lot of what he learned and his current way of thinking to it. Following his departure, some time spent traveling, and nearly a dozen attempts at businesses ranging from agencies to record labels, in 2020 Isaac launched his now-dissolved public relations firm Mashman Ventures which delved into personal brand-related work.

In 2024, Isaac founded Mashman Consulting Group (MCG). Taking the best approaches, expertise, and strategies from his PR firm, this evolution follows a similar path in which they work with public figures who want to be followed, in demand, and respected to optimize and scale their personal brands. There is also an emphasis on individual reputation management. As of today, he has had the opportunity to work with countless authors, actresses, business owners, executives, coaches, inventors, models, and musicians across multiple continents. This business is his vehicle for future endeavors and is headquartered in Little Rock, Arkansas.

Understanding that obscurity is often the enemy of success, Isaac wanted to ensure that

people would be able to find out more about him and connect with who he is as a person and as a leader. He has hosted and co-hosted several podcasts, most notably Chase the Vision with Isaac Mashman (2019), which centered around business and education. It ended in the summer of 2022 surpassing 100 episodes. Isaac is currently in the process of launching a new podcast in 2024 with a slight pivot, expecting to merge the niches of business, celebrities, and entertainment.

On November 1st, 2021 Isaac self-published his first book Personal Branding: A Manifesto on Fame and Influence which went on to become the #1 new release in Public Relations on Amazon as well as a top 10 PR best-seller. It is currently available in physical, digital, and audio formats. When asked to summarize the book's intention, Isaac wanted his readers to understand what their personal brand is, and why they should be consciously building it. A way to raise awareness and expand their thinking on the subject. A second edition is expected in the Fall of 2024.

In January 2022 Isaac Mashman launched two new companies, Mashman Investments and Mashman Properties within one week of each other. Mashman Investments engages in acquisitions, equity ownership, and other financial contracts, allowing for his real estate-related transactions to fall underneath Mashman Properties. These are the first three businesses under the MASHMAN umbrella, with many more to come in the future.

Isaac's driving "purpose" if you so call it, is to live up to his potential in all areas of life. Personally and professionally, relating to outer relationships and to self-talk, financially and spiritually, emotionally and mentally, and so on and so forth. This can be seen in his interactions with the people he connects with face-to-face, the audience he's built online, and the decisions he makes every day.

Through his speaking engagements, Isaac is looking to share his experiences and knowledge in life with the ambitious people sitting in the audience.

## **Speaking Fees**

These fees are what Isaac normally requests to cover one full presentation with Q&A upon request. Isaac is also open to panels, live discussions, and multi-day events with appropriate notice.

Isaac asks that for traveling engagements, his base airfare and hotel be covered by the booking client. This can be deducted from his overall payment, as long as his net is met.

Acceptable commission rates are negotiable and subject to discussion based on mutual agreement and the scope of services provided.

### **Traveling Engagements - Within the USA**

**Net: \$2,500+**

### **Traveling Engagements - Internationally**

**Net: \$5,000+**

## Virtual Events

\$1,500+

## Non-Profit Organizations/Charities

**FREE!** Isaac Mashman is willing to do all charity events for free as long as his travel and stay is covered.

## Topics of Choice

He specializes in the fields of personal branding, social media marketing, branding, and public relations.

Isaac Mashman can discuss the importance of consciously building your personal brand in the 21st century, how to build it, how to scale your business through leveraging your personal brand, social media strategy, and a variety of other topics.

It is also within his range to talk about his early years in business, his life hardships, and how he overcame said obstacles and other entrepreneur-related material, albeit less niche.

## Sample Presentations with Descriptions

- **"Personal Branding: An Ego Trip or a Business Tactic?":** Isaac will explore the nuanced relationship between personal branding and professional success, exploring whether it's driven by ego or is a strategic business maneuver.
- **"Unrivaled: Personal Brand Training":** Experience personalized group consulting and training sessions designed to elevate the audience's personal brands.
- **"Is Personal Branding A Myth?":** Challenge conventional wisdom and explore the validity of personal branding in today's competitive landscape, separating fact from fiction.
- **"How Employers Can Grow Using Their Work Forces' Personal Brands":** Isaac will discuss what he calls *Internal Marketing* which is when an employer leverages the personal brands of their workforce to grow the business' outward image, reputation, and revenue.
- **"Marketing Strategies To Grow Your Personal Brand":** Discover effective marketing tactics and strategies tailored to amplify the audience's personal brand presence and expand their influence across various platforms.
- **"Public Relations Is More Than Propaganda":** Explore the multifaceted role of public relations beyond its stereotypical associations, uncovering its power to build connections and shape positive perceptions for people and organizations alike.

## Speaking Style

Isaac's speaking style is interactive, energetic, and thought-provoking. He is known for asking rhetorical questions that leave the audience thinking and is highly adaptable to different audiences and experiences.

## Audio-Visual Requirements

- **For In-person Engagements Not Pertaining to Your Business:**
  - Slide with Isaac's Face, Name, and Signature
  - Projector or Display Screen
  - Laptop or Device for Slide Presentation
  - Clicker or Remote Control for Advancing Slides
  - Audio System for Microphone (if needed)
  - Adequate Lighting for Visibility
- **For In-person Engagements Pertaining to Your Business/es:**
  - Slide with Isaac's Face, Name, Company Name, and Company Logo
  - Projector or Display Screen
  - Laptop or Device for Slide Presentation
  - Clicker or Remote Control for Advancing Slides
  - Audio System for Microphone (if needed)
  - Adequate Lighting for Visibility

## Related Links To Speaking Material

Isaac had the opportunity to virtually share the stage at "Dreamer's Summit" in Ghana, Africa on July 17th, 2021

<https://www.youtube.com/watch?v=voEIOF9PQJo>

**Video from the event** <https://www.youtube.com/watch?v=OKCS85giHeg>

**Isaac's Podcast**

<https://isaacmashman.com/podcast>

**Unrivaled: Personal Brand Training Webinar**

<https://www.youtube.com/watch?v=kWX5RnSQd0s>

**Unrivaled: Social Media Training Webinar**

<https://www.youtube.com/watch?v=Xo5aJe4T7jA&t=6s>

## Photos

<https://www.flickr.com/photos/isaacmashman/>

*\*\*Your organization has permission to use any photos on this site to create and represent Isaac Mashman.*

# Contact Information

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## Isaac's Team

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## Direct Email

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## Personal Website

<https://isaacmashman.com>

## Isaac's Businesses

<https://mashman.org>

## MCG's Website

<https://mashmancg.com>

## Isaac's Book

<https://isaacmashman.com/book>

## Instagram

<https://instagram.com/isaacmashman>

## Twitter

<https://twitter.com/isaacmashman>

## Linkedin

<https://linkedin.com/in/isaacmashman>

## Facebook

### **Business page:**

<https://facebook.com/theisaacmashman>

### **Personal page:**

<https://facebook.com/isaacmashmanofficial>

## YouTube

<https://youtube.com/@isaacmashman>

## TikTok

<https://tiktok.com/@isaacmashman>

## Pinterest

<https://pinterest.com/isaacmashman>

## Quora

<https://www.quora.com/profile/Isaac-Mashman>

# Testimonials

Isaac is a master of his craft. The amount of passion he has when building personal brands is unmatched. - **Marvin Coffman, Founder Automation GOAT**

Because I'm a non-profit, he decided to do that pro bono, and how beautiful is that? Giving me the people that's going to help me launch the vision. By the way, my non-profit is No Grandmother Left Behind, and I'm looking forward to sharing that with the world. Isaac, you started the fire even more. Thank you, thank you, thank you. Looking forward to showing you how much more I could do. - **Jacqueline Moise, No Grandmother Left Behind**

Isaac has helped me tremendously in growing online in the agency space. We've been in for about eight years now, and we do marketing, advertising, and web development. So, about four years ago, I wanted to grow my personal brand online, but I didn't know how. Isaac introduced me to the PR industry. When I Googled his name, I noticed that the first two pages of results were filled with links from his accomplishments, from writing to being the author to being a speaker to being just the overall business juggernaut. - **Martin Andrew Lowery, Founder of AlterDriven**

My name is Matt Lee, and I'm the founder of Sense, a tech startup that specializes in connecting users to nightlife venues such as bars and clubs through real-time data. I've had the pleasure of working with Isaac Mashman on several occasions now and have gained tremendous value from those interactions with Isaac. We've seen tremendous results since having those conversations and putting that work to use on our end. - **Matt Lee, Founder of Sense**

Working with Isaac was a seamless experience. He made it very easy to communicate what I wanted my brand to convey and set it up accordingly. While increasing my knowledge of branding and my online presence it was a joy to work with him and look forward to doing so in the future. Five Stars - **NOITALUMIS**

Isaac is one of the realest down-to-earth people I've met. He's more than willing to help you achieve the lifestyle you've been striving for and more than capable of helping you. - **Chance Reams**

Isaac Mashman known as the Branding Masher has done a great job in terms of where I can take my brand strategy going forward. I look forward to working with him to further strengthen my brand. - **ST Tangirala, Host of Next In Time**

My experience with Isaac Mashman was phenomenally great! I can't complain this guy was just on it and really helped me get into the right path. Isaac again, I appreciate you if you are reading this, and for anyone who decides to work with him, I'll tell you right now you're going to be in the right place! No doubt! - **Andres Alevar**

Isaac is the real deal! Always keeping it raw and not afraid to tell you what you need to hear. Great to work with and he'll definitely help push Your limits!!! - **Greg Johnson**

I just wanted to give a shout-out to Isaac Mashman. He does personal branding for people and teaches them how to do it. He even has a book out, and he has been very helpful for me personally. He's helped me grow my Instagram page, given me tips and tricks to increase my followers, and really helped me get out there on social media even though it's super scary. He's super quick to respond, very authentic, and really wants to help the community that he lives in. - **Aisha Pannell, Founder of Drip Spartan**