

**Personal Branding:  
A Manifesto on Fame  
and Influence**

**Isaac Mashman**

**Copyright © 2021 by Isaac Mashman**

**All rights reserved, including the right to reproduce this publication except in the case of quotations in the form of critical reviews and certain other noncommercial uses as permitted by copyright law such as education and study.**

**ISBN: 978-0-578-32095-3**

*At the center of all achievement is  
personal growth.*

*- Isaac Mashman*



Dedicated to the person who applies  
the knowledge found within these  
pages.



## Insights

Prior to writing and publishing this, I had reflected over nearly a dozen different long-form text ideas, and even started to write a few, given I only got one or two paragraphs into each. It wasn't until I developed the awareness of this subject that I found it to be so interesting as well as important, was I drawn to write about it.

The content that you are about to read is a direct insight into the inner workings of my mind. A culmination of experiences, observations, and study.

The topic is not the end-all to my desires or interests, or to what I am doing in life, both in and out of business. It's but a small bit of my future.

I will be looking back at this manifesto half a century from now knowing that what I wrote is timeless and will apply as long as mankind exists.

As intensive as the subject is I doubt that I will ever publish another work purely on this matter. The principles are quite simple. Too much additional say will only water down what will lead to future results, creating confusion amongst readers.

This isn't a non-fiction book nor is it a series of essays. This is unique and I'd ask you to refer to it as a "work of" and not as a "book by".

Over the span of the next 3-dozen or so pages I will be breaking subject matter in an easy-to-understand way, giving you clarity on how you can leverage it to your direct benefit while indirectly impacting others in the process.

In this, do not expect hyperbolic sentences, fancy fonts, and high-quality photos. Instead, I want you to direct your full intentional focus to the contents.

Let go of the struggles and pains of your current day, and the constant bombardment of branding and marketing messages. Let go of the various calls



to action and of the culture that has a tendency of fabricating reality.

I would advise you to frequently stop to take notes and highlight the sentences that stand out to you the most.

Go into this material with an open mind and do not be too quick to judge.

A handwritten signature in black ink, consisting of several stylized, overlapping loops and lines, positioned on the right side of the page.



# [Contents]

## **Opening Words**

### **Education**

- *What Is Personal Branding?*
- *Old World Examples*
- *New World Examples*

### **Mindset**

- *Becoming The 1%*
- *Aggressive Patience*
- *Build For Longevity*
- *Narcissism*

### **Branding**

- *Who Are You?*
- *The Halo Effect*
- *Elevator Pitch*
- *Rapport*
- *Speculation*
- *Building Credibility*
- *Reverse Engineering*

### **Marketing**

- *Marketing Essentials*
- *The Power of 3*
- *Lasting Impression of Increase*

### **Chase The Vision**

- *Closing Remarks*



## Opening Words

What if there was something so powerful that you could get nations to do your bidding, millions of people to follow you, and be able to have a direct impact on the world's future landscape?

To have the ability to get people to do what you tell them to do resulting in fame, influence, and riches beyond belief, and what many strive for, but most don't understand. Legacy.

A concept that can be used both for good and for bad, definitions of which are up for your interpretation.

A concept that can drive a mission forward and bring such awareness to a cause, people are waking up asking what they too can do to support it.

What if I told you that this concept is not as far-fetched and distant as you might think.

If I told you that you too can leverage the benefits of this concept, would you believe me?

This concept has been a part of our existence since virtually the beginning of the intelligent man and will likely forever be ingrained in our nature.

What I am discussing is known as personal branding.

## **Education**

### ***What Is Personal Branding?***

If you asked me to summarize the concept of personal branding in one word, I would simply reply with "You". In its truest, most holistic form it is you. Who you are, what people know you for, and the unique combination of characteristics and personality traits that only you possess.

There is a common misconception that is made between the personal brand and the company brand. When you're launching a business you have to give said business certain traits, decide on its brand colors and their psychological implications, and go out of your way to make it known what your business is and what it offers.

One does not give themselves a personal brand as it has already existed. For proper representation, they should determine what they want to be seen as in the public's eye and make decisions that will have a positive

contribution to their overall reputation. *Personal brand and company brand are two separate entities that should be built separately.*

Whether one is leveraging the internet or going out in public to network, there must be a firm distinction between *this is me*, and *this is my company*. Sure, you can be the founder of a company and leverage your personal brand to build up your company's reputation, *I'd recommend this actually*, but your company often extends in different ways than you do.

This is why building a team and a separate culture is so important. You could either be a part of the majority that work for their businesses, or the part of the minority that has their businesses working for them.

Given, if you are reading this you may or may not be a business owner, and entrepreneurship may not interest you in the slightest, but the mentality in which I will discuss later in this work of building a business also applies to building your personal brand. That same aggressiveness and tenacity that you



use should be present in one-on-one conversations in private and events in public.

*Your personal brand is not something that you created, rather is what you are continuing to create.* Your parents like it or not, created your personal brand. They determined your name, where you were born, your early schooling, what political affiliation you had, and even what religion you practiced. As an adult, you have the ability to consciously direct your personal brand and change aspects from your childhood you may no longer agree with or want to be known for.

This is important as every single person from your past either has a perceptual belief about you, a belief which could very well no longer be accurate or has forgotten about you entirely. The latter is a result that you're now working to eliminate. Nobody wants to be forgotten as it is against our instinctual behavior.

You have unknowingly been building your personal brand from the time you had no control over most of the aspects

## Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

