



THE WORLD'S FIRST DEDICATED PERSONAL BRANDING DIRECTORY

THE DIRECTORY. ***VETTED, NOT BOUGHT.***

Every practice in these pages has been vetted by Mashman Consulting Group against seven public criteria and has agreed to the industry's only published Code of Ethics.

OCTOBER 2026 EDITION

3 VETTED LISTINGS

PERSONALBRANDINGAGENCIES.COM

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Drawn from the directory as published on October 7, 2026. Every listing appears in full at personalbrandingagencies.com, where it is kept current.

ONE DIRECTORY, TWO KINDS OF READER

The directory as a printed book: the standard every practice meets, how a practice gets listed, and a snapshot of every vetted practice, redrawn whenever the directory changes.

IF YOU ARE HIRING

- **Every practice is vetted.** Checked by Mashman Consulting Group against seven public criteria, with no exceptions.
- **Every practice signed the Code of Ethics.** 7 commitments; a confirmed violation is permanent removal.
- **Nothing here is bought.** Vetting, ratings, and the PBA Power Ranking cannot be purchased.
- **One scale for everyone.** Practice type, engagement, price tier, and an AI disclosure in each practice's own words.
- **Ratings are earned.** Only verified client reviews count.

IF YOU RUN A PRACTICE

- **Listing is free.** Vetting costs nothing, for every applicant, and cannot be bought.
- **A credential clients can check.** A live badge that always shows your current status.
- **A place to publish.** Listed practices write for the directory's editorial, under their own name.
- **See the company you will keep.** Every practice in these pages met the same standard you would; every copy of this report would carry your snapshot beside theirs.
- **Four steps.** Apply at personalbrandingagencies.com/apply; a response within five business days.

Published live. This report is public at personalbrandingagencies.com/press/report and is redrawn whenever a practice is listed, updated, or removed: the directory shows what it is, in full.

A DIRECTORY YOU CAN ACTUALLY VERIFY

The world's first dedicated personal branding directory.

Personal Branding Agencies is the vetted industry directory for personal branding agencies, consultancies, and independent consultants, all listed on identical terms and held to the same seven criteria. Every listing vetted by MCG: identity confirmed, track record reviewed, and sworn to the industry's only published Code of Ethics.

Anyone can call themselves a personal branding expert. This directory exists so that the people hiring one can tell the difference: every listing is checked against a published standard, the standard is the same for everyone, and nothing in it can be bought. Agencies, consultancies, and independent consultants are listed on identical terms, so a client can choose the shape of help they actually want rather than the size of the firm offering it.

OPERATED BY

Mashman Consulting Group, which wrote the vetting standard. Mashman Consulting Group holds the founder listing, labeled as such and not for sale, self-vetted against the same criteria, with no advantage in the Power Ranking.

WHAT A LISTING COSTS

Nothing. Vetting is free for every applicant and cannot be bought. Paid plans, launching in 2027, buy placement and presentation only, never approval, a rating, a rank, or protection from a report.

**PERSONAL BRANDING AGENCIES
DIRECTORY: VETTED, NOT BOUGHT.**

SEVEN CRITERIA, NO EXCEPTIONS

Every practice in this directory meets all seven, for as long as it is listed. No criterion is waived, including for the founder's own agency.

01 Code of Ethics

A signed commitment to the PBA Code of Ethics: a standing pledge against the manipulative tactics saturating this industry. Breaking it, or disagreeing with any part of it, ends a listing.

02 AI Disclosure

A published position on how the practice uses artificial intelligence. Using AI is not disqualifying. Concealing it is, and so is using it to manufacture a perception a client has not earned. The disclosure is published on the listing.

03 Primary Focus: Personal Branding

Personal branding must account for at least 70 percent of the practice's work: at least seven of every ten clients served are personal brand engagements, not incidental to a different business line. Many listed practices also take on B2B or unrelated work, and that is fine. What is not fine is a practice for which personal branding is a minor offering, listed here on the strength of unrelated work, since this remains a small, specific niche and the directory exists to represent it, not general marketing or business consulting.

04 Specialization

A defined lane, stated plainly. Practices claiming to serve everyone are asked what they actually do best.

05 Verifiable Website

A live site that plainly identifies the business and what it does.

06 Verifiable Social Media Footprint

At least one active, public professional profile that can be independently confirmed to belong to the practice.

07 Legitimate Legal Filing

A registered business entity, or a properly filed sole practice. Whatever form the practice takes, it must exist on the record somewhere we can check.

FOUR STEPS, NONE OF THEM FOR SALE

Anyone can apply. There is no invitation, no waiting list, and no fee. Every application goes through the same four steps.

01 APPLICATION

You complete the application form. It asks for your agency name, location, website, founding year, team size, clients served, specialties, your AI disclosure, and a contact. Every figure you give must be one you can substantiate.

02 AGREEMENT TO THE CODE OF ETHICS

You read the Code of Ethics in full and formally agree to it. This is not a checkbox exercise. It is the standard your listing is held to for as long as it exists.

03 A CALL WITH A PBA REPRESENTATIVE

We speak with you directly. The call covers three things: your intent in joining the directory, how your business actually operates, and your perspective on the Code of Ethics. We ask about the Code specifically because agreeing to a document and believing in it are different things, and the difference shows in conversation.

04 DECISION

If the call goes well and your details check out, your listing is created. From there you have a working relationship with PBA: you cannot edit the listing directly, but you can request a change to anything on it at any time through your listing's change request form, and we apply it.

Applications are made at personalbrandingagencies.com/apply. Response within five business days.

7 COMMITMENTS EVERY LISTING MAKES

I Organic growth comes first

We do not buy followers, engagement, or manufactured social proof, for our clients or ourselves. Paid amplification is a legitimate tool and we use it, but it supports earned effort rather than substituting for it.

II AI is disclosed, not concealed

Artificial intelligence is a tool, and we use it openly where it helps. We do not let it do the heavy lifting of a client's intellectual property or speaking voice, we do not present generated work as human craft, and we do not use it to build a perception the client has not earned.

III Earned press, honestly earned

We do not fabricate media features, pay for disguised advertorials presented as earned coverage, or invent credentials.

IV Truth in results

We do not promise outcomes we cannot control, and we report client results without inflation.

V Identity before image

We build brands on who the client actually is, never on a persona designed to deceive their audience.

VI Transparent pricing

Our fees, deliverables, and terms are stated before engagement. No bait pricing, no surprise upsells mid-contract.

VII The client owns the brand

Accounts, audiences, and assets built during an engagement belong to the client, always.

ENFORCEMENT

Anyone can report a listing. Reports are reviewed by Mashman Consulting Group; the practice is contacted and may respond. A confirmed violation is permanent removal from the directory, and any paid subscription ends with the listing. Paid advertising and paid newswire distribution are not violations; manufactured proof is.

WHAT EACH SNAPSHOT TELLS YOU

Each practice appears as a snapshot: what it is, who it serves, and how to reach it. Its full listing, with everything it has published, is at personalbrandingagencies.com. Practices appear alphabetically, after the founder listing; the order is not a ranking.

PRACTICE TYPE

An agency, a consultancy, or an independent consultant. All are vetted on the same terms; the type tells you the shape of the help, not its quality.

ENGAGEMENT

Done For You: the practice does the work on your behalf. **Done With You:** you do the work, guided and held to a standard. **Mixture:** some of each.

IDEAL FOR AND SPECIALIZATIONS

Who the practice serves best, and the lanes it works in, as the practice states them.

PRICE TIER

The overall average of what a project or engagement with the practice costs, in US dollars, on one scale for every listing:

\$	\$2,500 or less
\$\$	\$2,501 to \$7,500
\$\$\$	\$7,501 to \$10,000
\$\$\$\$	\$10,001 or more

AI DISCLOSURE

Each practice's own account of how it uses artificial intelligence, published in its own words. Using AI is not disqualifying; concealing it is.

FIGURES

Founding year, team size, and clients served are given by the practice at application and must be ones it can substantiate.

A listing is not an endorsement. Vetting verifies identity, stated credentials, and the ethics commitment at the time of review.

WHAT EVERY LISTING SHARES, AND HOW THEY DIFFER

3

VETTED LISTINGS

3

LOCATIONS

2018

EARLIEST FOUNDED

40

CLIENTS SERVED, AS
REPORTED

WHAT THEY SHARE

- All 3 vetted against the same seven criteria
- All 3 agreed to the Code of Ethics
- All 3 publish an AI disclosure in their own words
- Personal branding is at least 70 percent of every practice's work

PRACTICE TYPE

Independent Consultant		2
Consultancy		1

ENGAGEMENT

Done With You		2
Mixture		1

PRICE TIER

\$\$		1
\$\$\$		1
\$\$\$\$		1

IDEAL FOR

Authors		2
Entrepreneurs		2
Executives		2
Musicians		2
Public Figures		2
Coaches and 3 more		1

SPECIALIZATIONS

Strategy		3
Brand Design		2
Messaging		2
PR and Press		1
Web Development		1

Counts are of real listings only; sample listings that demonstrate the site are excluded. Locations: Barcelona, Cataluña; Knoxville, TN; Little Rock, AR. Verified client reviews across the directory: 0. Figures such as clients served are self-reported at application.

EVERY PRACTICE, AT A GLANCE

3 vetted practices, in the order of the snapshots that follow. Each one has a full listing at personalbrandingagencies.com.

How practices are ordered. Alphabetically, after the founder listing, which is shown first and labeled as such everywhere on the site. The order is not a ranking, and no practice can pay to move up it.

The PBA Power Ranking is the directory's ranking: practices ranked by verified client reviews, weighted so a rating has to be earned. It changes as reviews come in, so it lives on the site, at personalbrandingagencies.com/rankings, and cannot be bought.



Mashman Consulting Group

CONSULTANCY · LITTLE ROCK, AR

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THE LISTINGS

CONSULTANCY · LITTLE ROCK, AR



MASHMAN CONSULTING GROUP

FOUNDER · NOT FOR SALE

CONTRIBUTOR

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

Founder of the directory and author of its vetting standard. Mashman Consulting Group (MCG) is a private consulting firm specializing in personal branding, reputation architecture, and executive visibility.

AI, IN THEIR WORDS: Mashman Consulting Group believes that artificial intelligence is the near equivalent of a spotter or personal trainer in the gym.

ESTABLISHED	2024
ENGAGEMENT	Done With You
PRICE TIER	\$\$\$\$ · \$10,001 or more
IDEAL FOR	Authors, Entrepreneurs, Executives and 2 more
SPECIALIZATIONS	Messaging, PR and Press, Strategy

WEB mashmancg.com EMAIL contact@mashmancg.com

FULL LISTING personalbrandingagencies.com/agency/mashman-consulting-group

Vetted by Mashman Consulting Group against all seven criteria · Agreed to the PBA Code of Ethics



INDEPENDENT CONSULTANT · BARCELONA, CATALUÑA

JAKE X

Engineering Purpose for Brands and Business for Art. Advocating for the thing that drives the most results in business...

Since 2007, for 10 years, I've been Area Manager for a multinational medical company, operating in highly regulated and technically sophisticated environments across four continents.

AI, IN THEIR WORDS: I usually use AI to gather data, studies, and evidence to then make better decisions.

ESTABLISHED	2018
ENGAGEMENT	Mixture
PRICE TIER	\$\$ · \$2,501 to \$7,500
IDEAL FOR	Coaches, Creators, Executives and 2 more
SPECIALIZATIONS	Brand Design, Messaging, Strategy

WEB jakexmedia.com EMAIL info@jakexmedia.com FULL LISTING personalbrandingagencies.com/agency/jake-x

Vetted by Mashman Consulting Group against all seven criteria · Agreed to the PBA Code of Ethics ·

Last reviewed September 26, 2026



INDEPENDENT CONSULTANT · KNOXVILLE, TN

KATHRYN HOLETON

My mission is to bring out your business's personality and let it shine the way it should.

Greetings, my fellow humans, I'm Kathryn HOLETON, your Knoxville, TN based brand designer. To sum me up, I'm a crazy introvert who's passionate about graphics, research, and helping other people with their business.

AI, IN THEIR WORDS: I do not use AI in any of my designs or research. I believe in 100% originality backed by 100% human done research.

ESTABLISHED	2022
ENGAGEMENT	Done With You
PRICE TIER	\$\$\$ · \$7,501 to \$10,000
IDEAL FOR	Authors, Entertainers, Entrepreneurs and 1 more
SPECIALIZATIONS	Brand Design, Strategy, Web Development

WEB branddesignerkh.com **EMAIL** contact@branddesignerkh.com

FULL LISTING personalbrandingagencies.com/agency/kathryn-holeton

Vetted by Mashman Consulting Group against all seven criteria · Agreed to the PBA Code of Ethics ·

Last reviewed September 14, 2026

WRITTEN BY THE PRACTICES IN THESE PAGES

Long-form writing on personal branding, published at personalbrandingagencies.com/editorial by listed practices and the people behind them.

2

ARTICLES

1

PRACTICES WRITING

1

NAMED CONTRIBUTORS

8

TOPICS

ARTICLE · POSITIONING · MEDIA AND PRESS · REPUTATION · ETHICS · MEASUREMENT

The Ethical Concerns of Paid “Top 10” Personal Branding Lists

Paid “Top 10” personal branding lists can blur the line between recognition and advertising. Learn why disclosure, editorial independence, and transparency matter.

By Isaac Mashman, Founder and CEO, Mashman Consulting Group · October 3, 2026 · 7 min read

EXCERPT · PHILOSOPHY · STRATEGY · FAME AND INFLUENCE

The 4 Laws of Personal Branding

A proclamation of depth, progression, and scale.

By Isaac Mashman, Founder and CEO, Mashman Consulting Group · September 17, 2026 · 6 min read

Every article is published under the practice that wrote it and comes down if that practice leaves the directory.

THE CONTRIBUTORS

THE PEOPLE WHO WRITE FOR THE DIRECTORY

Each contributor belongs to a listed practice and writes under its name.



Isaac Mashman

FOUNDER AND CEO, MASHMAN CONSULTING GROUP

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.

Writes on Personal Branding, Positioning, Fame and Influence, Reputation
2 articles

COLUMNS, BY PRACTICE

Mashman Consulting Group **2 articles**



FIND A PRACTICE, OR APPLY TO BE LISTED

CHOOSE SOMEONE YOU CAN VERIFY.

HIRING A PERSONAL BRANDING PRACTICE

Search the full directory, compare listings side by side, read verified reviews, and follow the buyer's guide at personalbrandingagencies.com.

RUNNING ONE

Apply for free at personalbrandingagencies.com/apply. Every application goes through the same four steps: the application, agreement to the Code of Ethics, a call with a PBA representative, and a decision.

personalbrandingagencies.com · press@personalbrandingagencies.com

Personal Branding Agencies is a subsidiary property of Mashman Consulting Group LLC. A listing is not an endorsement; vetting verifies identity, stated credentials, and the ethics commitment at the time of review. Personal Branding Agencies and Mashman Consulting Group do not broker engagements and are not party to client agreements.