



PRESS ONE-SHEET

Personal Branding Agencies

The world's first dedicated personal branding directory.

7

VETTING CRITERIA

7

CODE OF ETHICS
COMMITMENTS

4

STEPS TO A LISTING

\$0

TO APPLY, ALWAYS

FAST FACTS

What it is	A vetted industry directory for personal branding agencies, consultancies, and independent consultants.
Operated by	Mashman Consulting Group, which wrote the vetting standard. PBA is a subsidiary property of Mashman Consulting Group LLC.
Headquarters	Little Rock, Arkansas
Who is listed	Agencies, consultancies, and independent consultants, under the same vetting and ranking standards.
The standard	Seven public vetting criteria and a 7-commitment Code of Ethics, applied to every listing, the founder included.
Cost to apply	Free, with no application fee.
Paid plans	Launch in 2027. They buy placement and presentation only, never approval, ratings, rank, or protection from a report.
Founder listing	Mashman Consulting Group holds the permanent first listing in the directory, labeled as the founder and not for sale, and is not featured on the home page. It is self-vetted against the same criteria and receives no advantage in the Power Ranking.

ABOUT PBA

Personal Branding Agencies is the vetted industry directory for personal branding agencies, consultancies, and independent consultants, all held to the same vetting and ranking standards and the same seven criteria. Every listing vetted by MCG: identity confirmed, credentials checked and verified to the best of our ability, and sworn to the industry's only published Code of Ethics.

HOW A LISTING IS EARNED

- 1. Application.** You complete the application form.
- 2. Agreement to the Code of Ethics.** You read the Code of Ethics in full and formally agree to it.
- 3. A call with a PBA representative.** We speak with you directly.
- 4. Decision.** If the call goes well and your details check out, your listing is created.

THE DIRECTORY TODAY

Vetted listings	4 (3 independent consultants, 1 consultancy)
Locations	Barcelona, Cataluña, Knoxville, TN, Little Rock, AR, Taipei City, Taiwan
Removed for a Code of Ethics breach	0
Editorial pieces published	2
Contributors	1

APPROVED LINES

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Personal Branding Agencies Directory: Vetted, Not Bought.

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RECENT RELEASES

- **PBA Launches Workspace 1.0 for Buyers and Vetted Practices** October 30, 2026
- **PBA Introduces Notable People and New Tools for Buyers** October 30, 2026
- **The PBA Wiki: 32 Free Guides to Personal Branding Work** October 30, 2026