PBVETTED · VERIFIED · ACCOUNTABLE ·

PBA.

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.

NOVEMBER 2026 EDITION 4 VETTED LISTINGS PERSONALBRANDINGAGENCIES.COM

CONTENTS

INSIDE THIS EDITION

Who this report is for 3

About the directory 4

The vetting standard 5

The process, from application to listing 6

The Code of Ethics 7

How to read a listing 9

The directory in numbers 10

The directory index 11

The listings 12

- Mashman Consulting Group 12
- JaKe X 12
- Kathryn Holeton 13
- Orchard Strategy 13

The editorial 14

The contributors 15

Find a practice, or apply to be listed 16

Drawn from the directory as published on November 1, 2026. Every listing appears in full at personalbrandingagencies.com, where it is kept current.

WHO THIS REPORT IS FOR

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. A review may be corrected for spelling and grammar only, its rating never, and an edited review is labeled.
- **Find Your Match.** Six questions to a ranked shortlist at /match/, with every point of every fit score shown and the method published. Paid placement and the founder listing have no effect.

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.

ABOUT THE DIRECTORY

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 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.

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 held to the same vetting and ranking standards, 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.

THE VETTING STANDARD

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.

THE PROCESS

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: we email a link to your listing's change request form to the address on file, and we apply what you ask.

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.

HOW TO READ A LISTING

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 average total a client pays for one project or engagement with the practice, in US dollars, as the practice states it, 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.

THE DIRECTORY IN NUMBERS

WHAT EVERY LISTING SHARES, AND HOW THEY DIFFER

4	4	2018	48
VETTED LISTINGS	LOCATIONS	EARLIEST FOUNDED	CLIENTS SERVED, AS REPORTED

WHAT THEY SHARE

- All 4 vetted against the same seven criteria
- All 4 publish an AI disclosure in their own words
- All 4 agreed to the Code of Ethics
- Personal branding is at least 70 percent of every practice's work

PRACTICE TYPE

Independent Consultant	3
Consultancy	1

ENGAGEMENT

Done With You	2
Done For You	1
Mixture	1

PRICE TIER

$$	2
$$$	1
$$$$	1

IDEAL FOR

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

and 3 more

SPECIALIZATIONS

Strategy	4
Brand Design	2
Messaging	2
Content Creation	1
Ghostwriting	1
PR and Press	1

and 1 more

Counts are of real listings only; sample listings that demonstrate the site are excluded. Locations: Barcelona, Cataluña; Knoxville, TN; Little Rock, AR; Taipei City, Taiwan. Verified client reviews across the directory: 1. Figures such as clients served are self-reported at application.

THE DIRECTORY INDEX

EVERY PRACTICE, AT A GLANCE

4 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
mashmancg.com
contact@mashmancg.com

JaKe X
INDEPENDENT CONSULTANT · BARCELONA, CATALUÑA
jakexmedia.com
info@jakexmedia.com

Kathryn Holeton
INDEPENDENT CONSULTANT · KNOXVILLE, TN
branddesignerkh.com
contact@branddesignerkh.com

Orchard Strategy
INDEPENDENT CONSULTANT · TAIPEI CITY, TAIWAN
orchardstrategy.com
christine@orchardstrategy.com

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

INDEPENDENT CONSULTANT · TAIPEI CITY, TAIWAN

ORCHARD STRATEGY

LinkedIn strategy and content agency for B2B founders, executives and consultants.

Orchard Strategy is a LinkedIn strategy and content agency for B2B founders, executives, and consultants who already have something worth saying. Most LinkedIn services start and stop at writing posts.

> **AI, IN THEIR WORDS:** I use AI tools like Claude as a thinking partner for research, outlining, and early drafts, and Grok Bot for trend research and spotting topics worth…

ESTABLISHED	2025
ENGAGEMENT	Done For You
PRICE TIER	$$ · $2,501 to $7,500
IDEAL FOR	Entrepreneurs, Executives
SPECIALIZATIONS	Content Creation, Ghostwriting, Strategy

WEB orchardstrategy.com EMAIL christine@orchardstrategy.com
FULL LISTING personalbrandingagencies.com/agency/orchard-strategy

Vetted by Mashman Consulting Group against all seven criteria · Agreed to the PBA Code of Ethics · Last reviewed October 26, 2026

THE EDITORIAL

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	1	1	8
ARTICLES	PRACTICES WRITING	NAMED CONTRIBUTORS	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.