



JSM

EXECUTIVE BRANDING PACKAGE

www.jasminesandler.com



Methods with Real Results

In today's business world, the C-level and VP-level executive of any established company must have a Social Brand. The media, stockholders, prospects, competitors, clients and customers expect that any C-level and VP-level executive has a solid, well-established, positive social presence. Without it, a company becomes vulnerable to negative online attacks of its leadership, ultimately leading to losses in market share and profitability. For executives who truly want to rank high in their Social Brands to drive better talent, media and prospects to their companies, this training is ideal.

Personal Branding Strategies for *Speakers* and *Executives*.

Are you serious about making a bold move in your career, getting a promotion, making a big transition, becoming a thought-leader, making millions?





CEO - Jasmine Sandler

“Executive teams need to be armed with proper social strategies and personal brands that deliver *thought-leadership* to make it in this ever changing economy.”





Overview

Comprehensive PR & Executive Branding program which yields executives exactly what they need to gain targeted online and offline influence with the intention of driving thought-leadership visibility and brand awareness for the companies they represent.



Deliverables / Packages

Executive Brand Design and Visibility. Qualified Speaking engagements for thought-leadership for executive and company in targeted podcasts, conferences, webinars, webcasts, and other events. Targeted content placement across industry blogs and magazines.

Package 1:

Executive Branding Plan and Social Brand Development

- Executive Brand Analysis
- Target Market Planning
- Social Channel Strategy
- Content Marketing Strategy
- Social Brand Design and Writing including marketing / sales writing
- Social Posting and Monitoring/Coaching for 30 Days

Package 2:

Executive Brand Design & Speaker Outreach, Placement and Management

INCLUDES ALL OF PACKAGE #1 PLUS:

- Interview Style Made Video of Client
- Script writing. Speech writing
- Creation of Speaker Kit including one-sheet, short video, edited bio, topics pdf
- Identification and outreach to gain targeted speaking engagements - 30 days (can be extended)

See what JSM Clients are saying



Rachel Braun Scherl, Spark Solutions for Growth

Jasmine is the real deal. She is competent, knowledgeable, talented and results oriented. Jasmine brings a deep base of expertise and is a pleasure to work with. She managed my Speaker brand successfully for years.



Keith Fearon – Former Executive, Emerge 212 Real Estate

Jasmine Sandler takes her knowledge of brand development, strategic planning, personal branding, and collaboration to heart in every project she undertakes. At Emerge212 she worked with myself and other executives on my team to help develop our brands and drive in ongoing speaking and hosting programs to get in front of our target client audience.



Tim Chiamuso, VP, Kernel (Time Warner company)

Working with Jasmine is one of the best long-term investments I could have made in myself and my career as a Fortune 100 executive. The social landscape is a daunting one, especially when it comes to finding a sweet spot in between how one uses it for social and business purposes. She helped me to lead as a Speaker across other executives and to drive up my professional executive online brand. I would easily recommend Jasmine to any executive looking for perspective, guidance, and an accelerated program.

See what JSM Clients are saying



Shannon Lewandowski – Partner, Synergy Wealth Solution

I hired Jasmine to help me create a compelling financial services executive social brand on LinkedIn and coach me on outreach. Due to her smart work and deep experience in supporting executive online brands my brand immediately gained target viability and I was able to open new relationships with ideal prospects more easily. I continue to consult with Jasmine as a true leader in Social Branding of executives and Social Selling advice for B2B firms .



Rod Cotton – Sr. VP, Roche Diagnostic

Jasmine Sandler is a fearless business leader with tremendous knowledge and experience in branding executives and positioning them for thought-leadership. I have referred her to countless colleagues.



Jen Dorre – Next Consulting, Managing Partner

Jasmine is such a professional. She helped me to build my executive brand and social value as well as find and engage in targeted Speaking opportunities across podcasts, webinars and panels to drive up target interest in my company's financial and operations advisory services.



Thank you for your consideration.

For more information on the JSM Executive Branding Programs, contact Jasmine Sandler, CEO, JS Media.

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