



**ROCK** your  
EXECUTIVE,  
ENTREPRENEUR  
OR ARTIST  
BRAND WITH  
JSM

**JSM**

[jasminesandler.com](http://jasminesandler.com)

PERSONAL  
BRANDING  
PROPOSAL

# Personal Branding Strategies for executives, entrepreneurs and creative professionals.

Are you serious about making a bold move in your career, launching a new brand or business, making a big transition, becoming a thought-leader, using your own brand to drive sales? The JSM Branding program is what you need!



Build  
your  
personal  
brand



## *Overview & Table*

JSM Personal Branding programs have been specifically designed and delivered since 2010 to give individuals what they need for proper brand strategy, design and brand execution. Results include: highest career transition, thought-leadership audience growth, business launch and development.

Table:

JSM Introduction

Branding Strategy

Branding Design

Branding Growth Services

## JSM Introduction

In today's digital business world, any serious business, career or creative professional MUST have a solid Social Brand and well-established, positive social presence.

Without it, a personal brand cannot support growth and becomes vulnerable to negative online attacks.

JSM (formerly Agent-cy) has been developing, driving and supporting the individual brand growth of clients online and offline since 2006.



Agency Level  
Service for  
*Personal  
Brands*



# Personal *Branding* Services

Personal Branding Strategy, Design and Branding Service for individual executives & entrepreneurs who are looking to develop and leverage their personal brands to drive up value , launch and grow a business.

Programs include any or all of the following:

- Personal Branding Business Strategy & Coaching
- Personal Brand Design of all necessary assets (Logo, custom illustrations, sub brands, product and service package designs, social brand templates, social post designs, printed materials design, channel specific designs, event or offline printed designs & more)
- Personal Brand messaging across all channels (Bio, social profiles, social post copy)
- Personal Brand content writing (articles, interviews, scripting, blog writing, ebooks)
- Personal Brand Video content (editing, animation, U.S. production, social video content)
- Personal Brand website and ecommerce design and development

“Individuals who are serious about their careers need to be armed with proper social strategies and personal brands that deliver *positive online influence* to make it in this ever changing economy.”

**JSM CEO - Jasmine Sandler**

# Branding Case Studies

**Jasmine  
Sandler,  
JSM CEO**



*“Jasmine Sandler is a fearless business entrepreneur with tremendous knowledge and experience in social media and marketing campaigns. She thoroughly understands LinkedIn and other social media platforms but is also adept at brand consistency and messaging pull-through via training, e-newsletter, and blog content development and execution. Jasmine has helped many people in the healthcare industry and is sure to continue to succeed in this space.”*

- Rod Cotton - <https://www.linkedin.com/in/rodney-cotton/>

## Case Study: **Executive Presence**



- Developed his executive LinkedIn Brand
- Created a social media strategy for his executive brand
- Wrote and edited his social media executive content
- Provide ongoing coaching and support for his executive social brand
- Handled the design of social media headers, content
- Provide guidance on his speaking engagements

# Branding Case Studies

By **Jasmine  
Sandler,  
JSM CEO**



“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 and her team at JSM handled my total brand online and kick started my now national successful Speaker brand.

-Rachel Braun Scherl - <https://www.linkedin.com/in/rachelbraunscheryl/>

## Case Study: Speaker Development



- Defined entire speaking brand
- Handled PR, outreach and placement for her book signings
- Assisted in the development of her best-selling book
- Designed and developed her website
- Designed her entire brand - logo, social templates, printed materials design
- Managed her speaker brand and placement to gain national engagements
- Video scripting, production and editing
- Managed her livestreams and in person talks



# Branding Case Studies

By **Jasmine  
Sandler,  
JSM CEO**

*“Jasmine and her team did an exceptional job helping me to update my personal brand and initiate building greater online presence and influence. From styling, to photography, to branding strategy and the initial implementation, everything was flawlessly executed at the highest level. If you are ready to uplevel your personal brand for more impact and influence, reach out to Jasmine and her team today”*

-Mary Wallace Jaensch - <https://www.linkedin.com/in/marywallacejaensch/>

## Case Study: Business Brand Launch

- Defined brand strategy, brand name, social brand strategy and channels
- Designed logo and social brand templates
- Created series of social branded posts and social headers
- Defined her personal style and look
- Delivered top end photography and video services to support her personal brand
- Provided LinkedIn branding and marketing guidance
- Helped to launch her new brand and business in women's coaching





## Jasmine Sandler - JSM CEO

*Social Branding Author, Keynote Speaker*

Jasmine is your go-to *Personal Branding* expert, with over 20 years of experience. She knows how to transform any brand through her understanding of SEO, communications, and down right grit, Jasmine will get the job done.



JSM  
Lead  
Designer

*Nia Dara*



## Case Study: Expansive Therapy

Expansive sought out an inclusive marketing campaign that was central around mental health services for the LGBTQ communities.

Design: Clean, modern, monotone hues of teal. Subtextual design elements focused on location elements of practices.

Deliverables: Creative design direction, website landing pages design and technical applications, formatting for display marketing.



JSM  
Lead  
Designer

Nia Dara

**WARRIOR**  
IN BUSINESS

### Case Study: WWIB

WWIB, a JSM brand. Built on women empowerment through business. Bold and edgy brand styling.

Design: Diving into the comic book styling by adding touches of pop-art accents, and familiar comic font stylings that lean into the playfulness of this one of kind brand.

Deliverables: Creative design direction for social assets and events.



POWER SALES Q&A WITH 2 WWIB COACHES  
HOW TO WIN NEW BUSINESS: COMBINING  
SMART SOCIAL SELLING & PITCHING TACTICS!  
DISCUSSION WITH: **PRECIOUS WILLIAMS**

HOSTED BY: **JASMINE SANDLER**  
WARRIORWOMENBUSINESS.COM

**WARRIOR**  
IN BUSINESS

FOR ALL NEW COACHES: 1ST CLASS IS NOW FREE  
HEAD TO >>> WARRIORWOMENBUSINESS.COM

**JANUARY 20TH, 2021**  
12PM EST | 9AM PST

**WARRIOR**  
IN BUSINESS

JOIN THE MISSION

HOSTED BY: **JASMINE SANDLER**  
WARRIORWOMENBUSINESS.COM

PEOPLE SEARCH ON AVERAGE 13-17 TIMES  
BEFORE THEY ARE READY TO TAKE ACTION  
LIKE A PURCHASE. THEY ARE IN RESEARCH  
MODE. SEO IS WITH THEM EVERY STEP OF  
THAT PROCESS... IT'S THAT IMPORTANT!  
GUEST: **TINA TREVINO** FASHION BIZ CONSULTANT

**WARRIOR**  
IN BUSINESS

INCLUDE  
PACKETS  
& EVENTS  
TO A LIBRARY  
OF CONTENT  
WARRIORWOMENBUSINESS.COM

**JASMINE SANDLER**  
WARRIORWOMENBUSINESS.COM

**WARRIOR**  
IN BUSINESS

IT'S TIME  
TO BECOME A  
**WWIB**  
MEMBER!

**TINA TREVINO**  
FASHION BIZ CONSULTANT  
TO WARRIOR WOMEN  
CERTIFIED WWIB COACH

WHAT'S IN THE OFFERS?

**SEO OFFER**  
FREE ON-SITE SEO ANALYSIS REPORT  
FOR EXISTING ECOMMERCE OWNERS  
OR  
FREE 15-MINUTE PHONE CONSULT ON ANY  
1 CHALLENGING ONLINE MARKETING ISSUE

**FASHION OFFER**  
FREE 30 MINUTE  
BRAND ASSESSMENT CONSULT

THIS PROVIDES YOU AN OPPORTUNITY  
TO BRAINSTORM YOUR CONCEPT OR  
IDEA WITH TINA AND DISCUSS NEXT  
STEPS TO MOVE YOUR BIZ FORWARD.

REGISTER NOW!

OFFER GOOD THROUGH 2/27

**HOW TO REDEEM**

1. PURCHASE A SUBSCRIPTION ON WWIB
2. FORWARD YOUR PAID SUBSCRIPTION CONFIRMATION AND ORDER # EMAIL TO INFO@WARRIORWOMENBUSINESS.COM
3. INDICATE PREFERRED OFFER: SEO, ECOMMERCE, FASHION.

**JASMINE SANDLER**  
WARRIORWOMENBUSINESS.COM

**TINA TREVINO**  
FASHION BIZ CONSULTANT  
TO WARRIOR WOMEN  
CERTIFIED WWIB COACH

JSM  
Lead  
Designer

*Nia Dara*

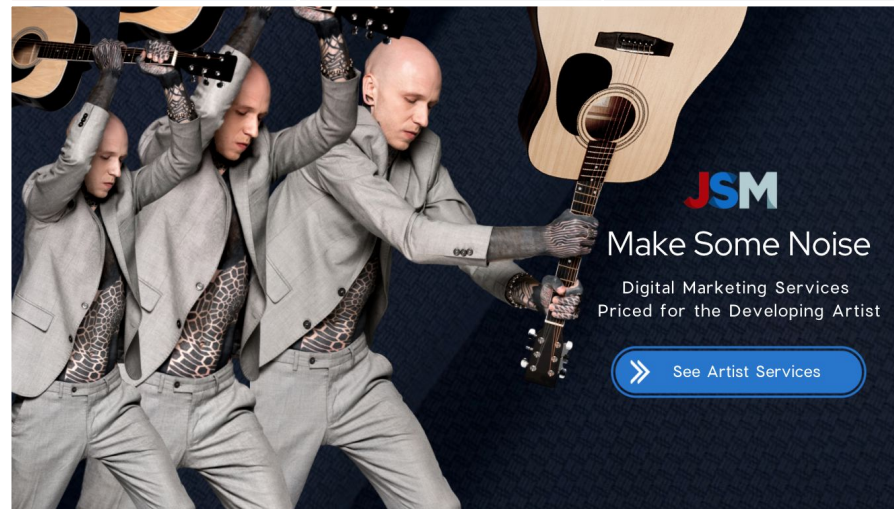
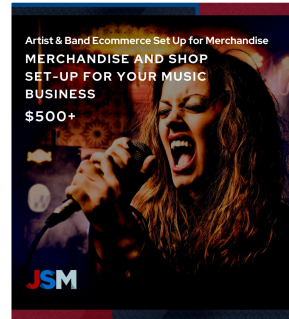
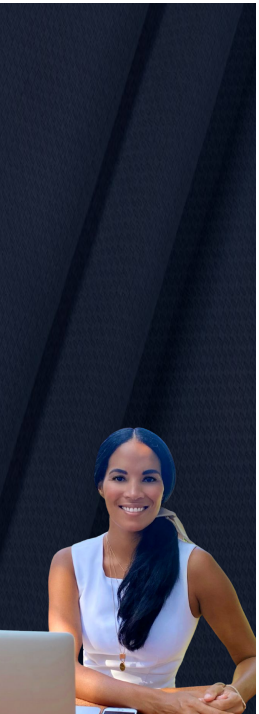


**Case Study:** Jasmine Sandler Media

JSM provides branding services for musicians, dancers, actors, and for the creative professionals of every kind.

Design: Rock music heavily influences the direction for design. Bold, fun and funky, yet also polished and professional through deep blues, reds, and textures.

Deliverables: Creative design direction for marketing materials, social assets, web design and development.





## Nia Dara - JSM Lead Designer

*Web Design. Art & Creative Direction*

Nia's combined experience in digital design and fashion industries brings a plethora of pre and post visual strategy to every project she collaborates with. From early stage brand design ideation, to post campaign execution, there's nothing that will stand in her way of great design and strategy.



# JSM Services at Every Stage of *Growth*

For Personal Brands we cover all stages of development

**Starter Brand** - Brand Strategy, Brand Design (0 - 6 months)

**Brand Implementation** - Brand Applications across Social, Website, Printed Materials, App, Podcast (6-12 months)

**Brand Outreach, Placement** - Online PR, Personal Brand Media Representation, Target Audience and Influencer Development (ongoing)



*Contact us to Get Your Personal Brand  
moving in the right direction.*



[WWW.JASMINESANDLER.COM](http://WWW.JASMINESANDLER.COM)