

# Executive Management Consulting Protocol

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*Contemplating the aggrandizement of a personal brand*



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The following protocol is intended to create a foundation for the client:

- 1) Establish one or more ‘hot-button’ topics in the client’s area of expertise that he or she can speak to with talking points designed to demonstrate an ability to communicate a perspective that may be uncommon but positions the client as someone who can analyze and solve problems;
- 2) Establish a blog with which the client can present his/her talking points, adding talking points every few days and changing the subject every week or two;
- 3) Establish a website for the client that can deliver positioning statements, redacted ‘white papers’ in digest form, a biography (though not a resume), a written PR interview in Q&A format and a streaming video interview or direct-to-camera discourse on a subject relevant to the client’s expertise;
- 4) Create and disseminate a press release bringing attention to the client’s blog, which will also link to his/her website, and issue a new press release with each change of subject on the blog;

Once the protocol has been followed, it will then be possible to use the visibility and positioning afforded by the blog and website to attract W2 and/or 1099 engagements according to the client’s desires, and to exploit collateral activities including but not limited to ‘talking-head’ opportunities with media outlets (addressing news stories relevant to the client’s area of expertise), speaking engagements, publishing opportunities (whether articles, a newsletter or books), branded alliances and/or endorsements and strategic placement on the boards of directors of relevant companies.

The purpose is to aid the client in the aggrandizement of his or her career by creating visibility and positioning which will facilitate the enhancement of current earnings and create supplemental or alternative revenue streams so as to make the client independent from the vicissitudes of the corporate environment. The goal is to maximize the yield from the client’s personal brand.



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*A unique service tailored to the executive with leadership capability.*

To discuss how this protocol can apply to your personal brand,  
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