ARCBOUND

Arcbound 2026

ArcBase as Arcbound's premier product



Build a Brand That Outlives the Business.

About Arcbound Arcbound builds the authority infrastructure behind enduring personal brands—so proven leaders become consistently understood, trusted, and chosen.

Arcbound is the company. **ArcBase is the premier productized partnership** we deliver it through.

Success Isn't the Same as Influence.

You've built (or you're building) success.

Revenue. Reputation. Relationships.

But your influence isn't structured.

And unstructured influence fades.

You're Under-Leveraged.

You're accomplished.

You're known in rooms.

But not **owned** in markets.

You have insight— but no consistent distribution.

You've built a business— but you haven't built a platform.

Authority Doesn't Happen by Accident.

Posting isn't strategy.

Authority doesn't compound by accident.

Your personal brand is not marketing.

It's leverage.

It's leverage over:

- Opportunities (sales)
- Talent
- Deal flow
- Speaking
- Board seats
- Perception

If it's not structured, it's wasted.

Introducing ArcBase: Your Personal Brand Operating System.

Not a freelancer. Not a content calendar. Not a marketing experiment.

Infrastructure.

We define your positioning. We build your estate. We operate the engine.

What ArcBase is: Arcbound's core **multi-year authority partnership** that establishes and manages the operating layer beneath everything you publish, launch, or build publicly.

The Arc Launch + Activation Model

Based on what we've seen work best over the past few years, we've rolled out an **Arc Launch + ongoing activation** model that's still highly customized, but designed to compound over time.

Here's the core idea: **Brands are built in the minds of others.**

Strategy defines the brand

The foundation of positioning and narrative

Activation makes it matter

Staying consistently top-of-mind with the people who matter

Our most successful clients don't just define their positioning; they stay consistently **top-of-mind** with the people who matter—so when the moment comes, the decision is already made.

We Build the Estate. Then We Run the Engine.

Phase 1: Arc Launch

≈ 3–4 months

- Run brand discovery
- Define your positioning, narrative, and brand pillars
- Establish the foundation everything else builds on
- **Launch website**

Phase 2: Managed Activation

monthly rhythm

Each month:

- We ideate with you live (1× / month)
- You bring ideas, goals, upcoming activities
- We turn that into:
  - A monthly newsletter
  - Consistent LinkedIn content
  - Design, project management, and publishing support

You'll receive content about a week after ideation, have space to review and make edits (**one revision round included**), and then we handle execution using your pre-approved templates.

Why this works (especially on LinkedIn):

Activation isn't just posting; it's participation.

- Connections + accepts
- Comment responses
- Engaging relevant industry content
- Commenting on fast-growing creators

Handled by you—or by us (**additional fee**). Custom = **time & materials** with clear agreement.

Case Study

Charlene Li

World-recognized expert on digital disruption and leadership. Former CEO of Altimeter Group, bestselling author, board member, and sought-after speaker.

The Challenge:

Charlene needed to consolidate her diverse body of work (books, research, speaking, advisory) into a cohesive independent platform while managing multiple disconnected vendors for design, content, and video without coordination.

What We Built:

- Unified brand strategy articulating her unique perspective on disruption
- Visual identity system reflecting her forward-thinking yet accessible approach
- Digital home consolidating her complete body of work
- Streamlined content production (replaced multiple vendors)
- Consistent newsletter and LinkedIn content engine

Results Over 18 Months:

- Newsletter: +9,000 subscribers (7,500 total across Beehiiv and LinkedIn)
- Social Media: +18,000 new followers
- Web traffic: 671 visitors, 872 sessions in Q2 (up from zero in Q1)

Top Performing LinkedIn Newsletters:

- "Ditch the Status Quo: How Gen AI Can Reshape Your 2025 Strategic Plan" – 18.5k views
- "Building Trust in Gen AI" – 19.4k views
- "Implementing Gen AI Takes a Dream Team" – 23.6k views

Key Audience:

- Companies 10,001+ employees (16.9%) | 1,001-5,000 employees (10%)
- Industries: IT Services & Consulting (10.9%), Software Development (5.8%)
- Job Titles: CEO (2.6%), Founder (2.6%), Owner (2%)

Speaking: YPO, First Heritage Mortgage, JP Morgan, Level Agency

CLIENT TIMELINE: 3+ YEARS

Positioning + infrastructure first, then consistent activation so opportunities arrive pre-sold.





Case Study

Founders in Arms

Immad Akhund (Mercury Bank CEO) & Raj Suri (Presto founder, former Lyft exec)

The Challenge:

Two accomplished but relatively quiet CEOs needed to build personal brands separate from their companies, share insights with early-stage founders, and convert their podcast into a broader thought leadership platform while maintaining authentic voices.

What We Built:

- Multi-channel brand activation strategy
- Distinct content themes capturing individual voices with cohesive messaging
- Podcast-first content engine expanding across platforms
- Community hub on Tribe for founder collaboration
- Strategic distribution across LinkedIn, X, YouTube, Spotify, Apple Podcasts, Substack, Instagram, TikTok

Results Over 1+ Year:

- LinkedIn following growth: +60%
- Quarter-over-quarter engagement: +15% (exceeding industry benchmarks)
- Immad's personal reach: 300,000+ monthly impressions
- Full-episode views/downloads grew consistently (Nov 2023–Oct 2024)
- Top-performing X episodes occurred after rebrand
- Thriving community transforming listeners into active participants

The Impact:

Both Immad and Raj evolved from accomplished but relatively quiet CEOs to vocal and respected thought leaders in the startup ecosystem. Their content strategy now effectively balances personal anecdotes, practical advice, and industry commentary—all delivered with authentic voices that resonate with founders.

Distribution Channels:

LinkedIn | X (Twitter) | YouTube | Spotify | Apple Podcasts | Substack | Instagram | TikTok

CLIENT TIMELINE: 1+ YEARS

ArcBase is the core; media expansions layer cleanly once voice and structure are established.