
ARCBOUND

Where We Started

We launched Arcbound in 2018...

Specializing in helping individuals and leaders craft and amplify their personal and corporate narratives. Over the past six years, we've partnered with hundreds of top executives from renowned companies like **Ancestry, LYFT, Mercury Bank, DICK'S Sporting Goods, Mattermost, Blue Zones, Holmusk, YPO, Level Access, Corvus Insurance, Hilco Global, Thomson Reuters;** as well as **NYT** and **WSJ** bestselling authors, prominent investors, leaders from elite professional services, and Netflix celebrities. Our work typically begins with the CEO and progressively extends to other key figures.

Despite these successes, many businesses still miss opportunities to maximize their earnings by not adopting the most effective, modern marketing strategies. **Brand value is cultivated in the hearts and minds of consumers gradually and requires leaders to engage thoughtfully with potential customers**. Often, the challenge lies in balancing this with the everyday demands placed on employees and optimally utilizing internal resources for storytelling and branding.

THE WALL STREET JOURNAL WSJ The New York Times BESTSELLER



About Arcbound

- **Established Authority:** Since 2018, Arcbound has empowered leaders and executives to build impactful personal and corporate brands.
- **Diverse Clientele:** We've collaborated with hundreds of top executives and thought leaders from iconic organizations like LYFT, Ancestry, DICK'S Sporting Goods, Blue Zones, and renowned figures from NYT & WSJ bestsellers to Netflix stars.
- **CEO-Focused Strategy:** Our approach begins with the CEO, building a foundation that gradually extends brand value across key figures in the organization.
- **Market Challenge:** Many CEOs/Founders/Exec Teams overlook modern, strategic storytelling methods and rely on traditional PR.
- **Value-Driven Branding:** Strong brands create strong emotional connections, fattening the funnel of opportunities and accelerating conversions at every stage, especially between awareness and consideration and usage and loyalty.



Why People Work With Arcbound

Our Clients...

- Have typically been running their company successfully or just exited their business and pondering "**What's Next?"**
- They feel a gaping hole inside and hit a point in their career and ask "How can I utilize my skill sets, network, and expertise to have more impact, fulfill unrealized potential, and benefit my strategic initiatives?
- They want more access, prominence, and recognition to enable opportunities that wouldn't otherwise be available to them.
- Realize the value of building a holistic brand and how it'll impact their future opportunities

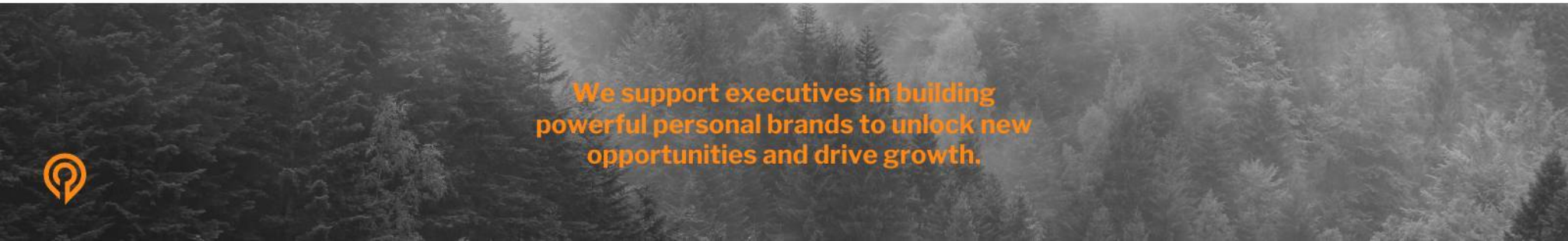
Why People Work With Arcbound

Our Clients...

- Have a lot of experience, learnings, and insights and seek to understand how to build a message and disseminate their voice with clarity across multiple mediums.
- Are elite in their fields, our clients have successfully led businesses or recently exited and are now pondering, **"What's next?"** However, they often lack the time, team, or expertise to focus on personal brand goals alongside their business.
- Feel a deep, unfulfilled potential and wonder, "How can I leverage my skills, network, and expertise to create a greater impact, drive strategic initiatives, and unlock new possibilities?"
- Seek increased access, prominence, and recognition, they recognize the doors a strong personal brand can open—yet lack the bandwidth to build and sustain it themselves.
- Understand the long-term value of a holistic brand, they see it as essential for future success, but need the right support to make it a reality.

Why People Work With Arcbound

Our clients—often seasoned leaders or recent business exiters—are now contemplating "What's next?" They feel an unfulfilled potential and seek to leverage their skills and networks for greater impact. **They recognize the value of a strong personal brand in unlocking new opportunities** but lack the time, team, or expertise to build it independently. With a clear vision of the long-term benefits of a holistic brand, they seek the right support to make it a reality.





The Challenge: Building Your Support Team

Delivering your message to the world through various channels and realizing your brand's vision and c
requires an outstanding team prepared to:

- **Define Your Brand Identity**
  Establish your message and visual identity.
- **Create a Cohesive Web Presence**
  Design a website that encapsulates who you are.
- **Develop Your Voice**
  Engage a skilled writer to express and distribute your message across platforms.
- **Manage Relationships & Strategy**
  An Account Manager to understand your goals, foster connections, and drive results.
- **Visual Content Creation**
  Transform your visual identity into graphics for social media, newsletters, videos, and more.
- **Ensure Consistency**
  Maintain a structured approach to activating your brand daily, monthly, and yearly.
- **Video Production**
  Produce both short-form and long-form videos to enhance engagement.
- **Monetize Your Brand**
  Explore strategies for leveraging your brand and intellectual property.
- **Data-Driven Insights**
  Analyze what's working to refine your approach.
- **Strategic Outreach**
  Plan for speaking engagements, PR, and networking.
- **Detail Coordination**
  Manage the minutiae so you can focus on what matters most.

Your Time is Limited.

With a business, family, and other priorities, you need a team that proactively supports your goals.



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Your Time is Limited.

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***We do not do this now, but will be taking over.

Our Solution

What We Offer:



Brand Definition - Arc Launch

- Clarify who you are and how you present yourself in the market, both visually and with effective messaging around your core identity

Brand Activation with a Comprehensive Support Team

- Assemble a talented team that includes strategists, writers, coordinators, designers, and audio-video experts.

Goal-Oriented Planning

- Align our efforts with your long-term goals for sustained growth.

Time Management

- Reclaim your time to focus on high-ROI activities while we handle the details.

Creative Direction

- Ensure a cohesive visual and creative narrative that aligns with your brand's identity and vision.

Join a Community of People Just Like You



Charlene Li
Author, Digital Disruption Consultant



Jim McCann
Founder/Chairman 1800 Flower



Illene Smith
Author, Tiger 21 Member



Tony Schwartz
Author, Ghostwriter of Art of The Deal



Sean Magennis
Former Global President YPO, Member Development Tiger 21

Arcbound in the Market

What We Offer:

	Brand Creation	Website	Newsletter	Podcast	Linkedin	Instagram	Video Content	Ghostwriting
								

How Your Business Can Benefit

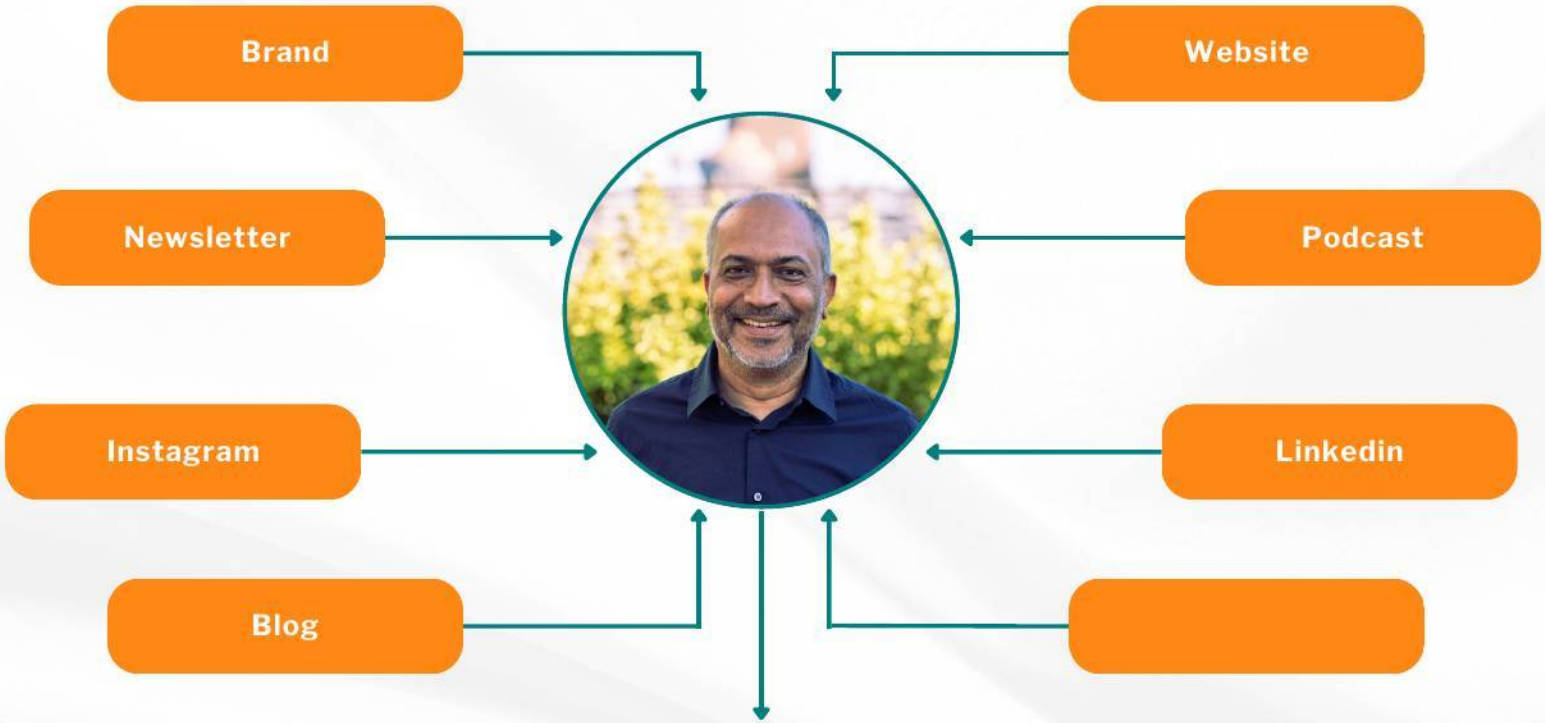
Navigating [COMPANY NAME]'s Journey with Strong Personal Messaging

Whether you're building your company or transitioning post-exit, getting your message to the right people is cru
for success.



- **Define & Strengthen Your Brand**: Build a brand that resonates and connects with customers, investors, talent, and partners.
- **Streamlined Brand Support**: Let us handle your brand while you focus on what matters—growth, strategy, or new opportunities.
- **Efficient Execution**: Say goodbye to juggling internal teams or multiple vendors. We manage your brand across all platforms.
- **Ongoing Brand Evolution**: As your journey adapts, so does your brand. We ensure it grows with you, from startup to exit and beyond.

[Client Name]'s Approach | Placeholder



holmusk

YOUR TIMELINE



1
Defining Your Brand

2
Arc launch rollout

3
Website rollout

4
Podcast

5
Newsletter

6
Social

7
Speaking

Arcbound Partnership Configurations



- **Personal Brand Career Partner:**
  - For those who are serious about building out a full scale personal brand and putting a full team around them, with a message, across channels, and are accountable to showing up as our team shows up for them. This is jumping into the water “chest deep” while still being able to survey the land, adjust as we go, etc.
- **Emerging Thought Leader:**
  - For those who want to dip their legs in the water, know they need to build their personal brand, but don’t want to go full bore immediately. This is a solid option to get foundational pieces set up, but do less at the start, so they can ramp up.

No matter which option you choose, Arcbound seeks long term partnerships with clients, aims to go deep, and be transformational across the client journey. We are not believers in “Here’s a strategy that will transform your business over a few sessions” and then you leave to your own devices to figure it out.

Your Value Personal Brand Career Partner

Foundation and Strategy Development

- Bryan flies out to see you for pre-boarding to discuss goals/dreams/vision for the future
- Distinguished Arc Launch Process ⇒ Brand foundation and long-term strategy + website (optional)
- Brand partnership support in our portfolio with other clients

Content Creation and Engagement

- Up to 2 Newsletters and 2 Blog Articles/month repurposed to website, LinkedIn, other channels
- LinkedIn content, in a variety of formats
- Up to 2 podcasts/month distributed to Apple, Spotify, etc.
- Instagram content, in a variety of formats (optional)
- Manuscript ghost writing or book ghostwriting (optional)

Monitoring, Support, and Community

- Monthly data-driven insights and reporting
- Bimonthly Strategy Sessions, Monthly Calls with your writer
- Comprehensive support and guidance from your Team Monday-Friday during working hours
- World-class community of top thought leaders, personalized introductions, and access to monthly events with other Arcbound clients
- Full team built around you, your goals, and your potential
- A team that listens, evolves, improves, and gets better on behalf of your needs



Your Value Emerging Thought Leader

Deliverables:

- **Concise Brand Strategy:** A streamlined brand foundation to define and focus your unique positioning.
- **Ownable Messaging Framework**: Crafted messaging that's tailored and distinctive to establish your voice.

Content Creation:

- **Up to 2 Newsletters per Month**: Curated, valuable content delivered consistently to your audience.
- **Up to 2 LinkedIn Posts per Week:** Professionally crafted posts to build your thought leadership on LinkedIn.

Ongoing Support:

- **Monthly Consultation:** A dedicated session with your writer to refine ideas, align on messaging, and discuss content strategy;

Optional Add-Ons:

- Enhance your package with a la carte options, including custom imagery, video content, and other multimedia assets to further elevate your brand presence.

With a shortened Arc Launch process, this service is designed to help emerging thought leaders establish a memorable presence with targeted messaging.



MORE THAN A SERVICE PROVIDER

. . . A TRUE BRAND EXPERIENCE

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Your personal brand needs a personal experience.

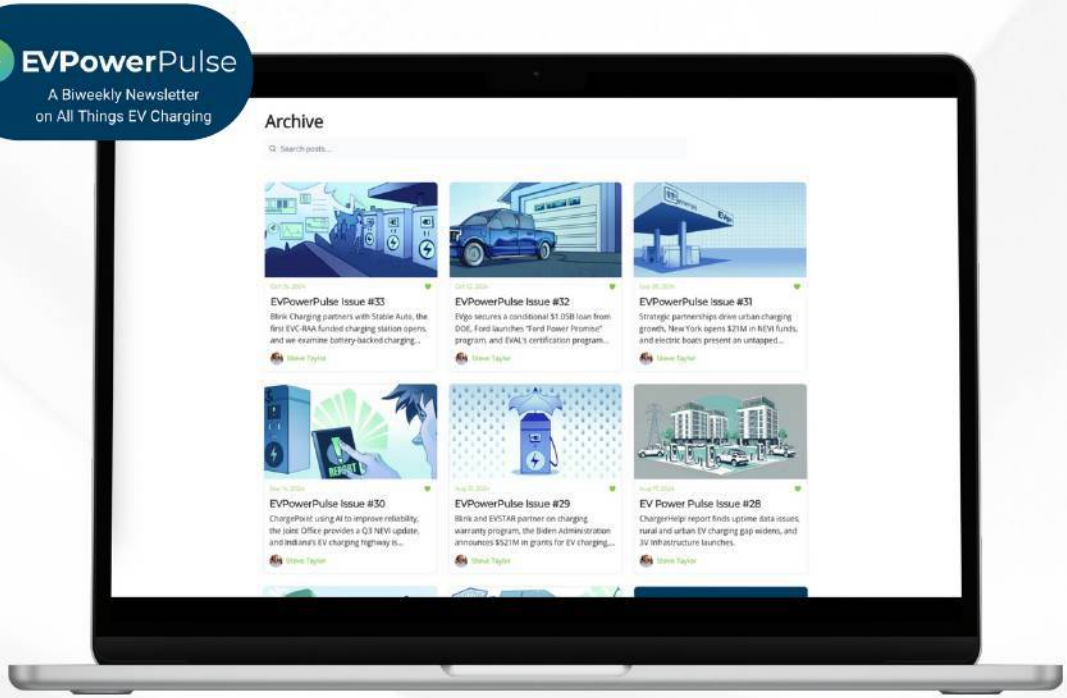
- **Client Dinners**
- **Features in Our Podcast, Monthly Newsletters**
- **Introductions to Other Like-Minded Clients / Community Members**
- **Online Learning Events**
- **In Person Visits**

Steve Taylor

Case Study 2 | 1.5 years

Steve Taylor joined Arcbound to channel his passion for innovation in the EV charging space. As a former operator who scaled Lyft in the Mid-Atlantic region and a successful entrepreneur who sold his online fitness business, Steve has always been at the forefront of transformative infrastructure—from personal movement to urban mobility, and potentially, into the skies.

With 2,417 total subscribers, his audience has grown by 500 new subscribers in October alone, showing impressive momentum as he expands his influence in this rapidly evolving industry.



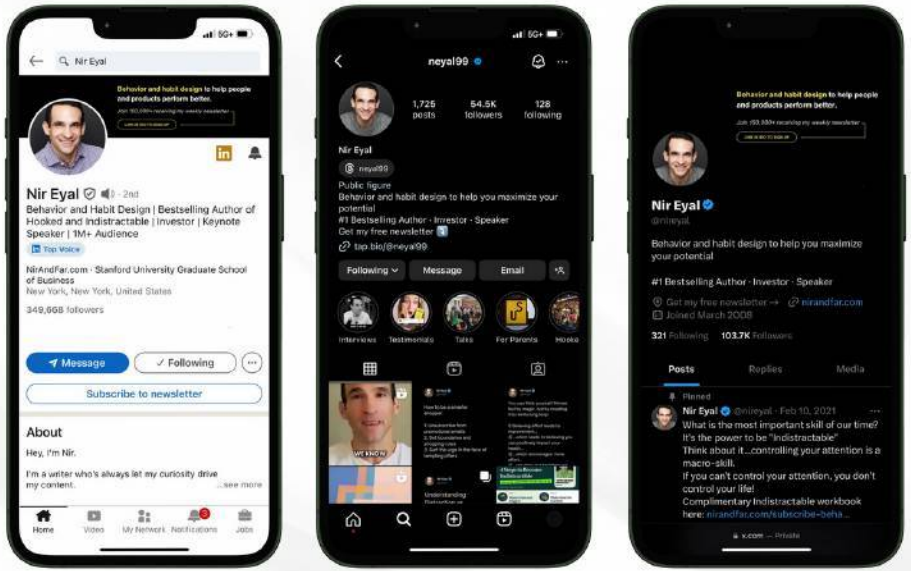
Today, EV Power Pulse connects with over 2,000 CEOs, government officials, and founders in the electric vehicle industry.

Nir Eyal Case Study 3 | 5+ years

After the launch of a successful first book Hooked, Nir wanted to have a team bring his content to the forefront, across social media platforms. 5+ years later, he's still a happy client and made us better at every step

2019

Linkedin Followers:
90,000
Instagram Followers:
6,000
Twitter/X Followers:
32,000
Email Subscribers:
85,000
Indistractable Reviews:
200



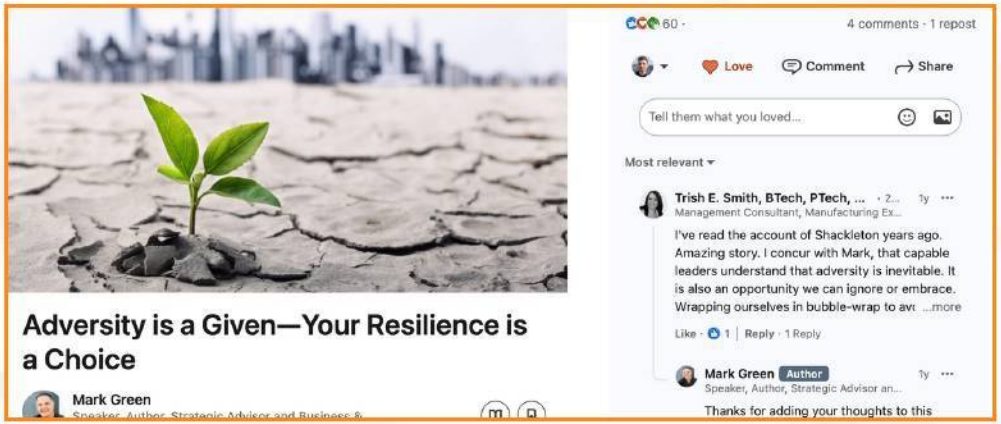
2024

Linkedin Followers:
350,000
Instagram Followers:
54,500
Twitter/X Followers:
104,000
Email Subscribers:
150,000
Amazon Reviews:
3,945

Mark Green

Case Study 4 | 4+ years

After assisting Mark with his first book, "Activators," he sought a team to enhance his digital presence. Five years later, Mark's achievements are impressive: he landed a five-figure speaking engagement with a Fortune 500 company and attracted multiple leads, including several six-figure clients, all stemming from our collaboration. How did he achieve this? By playing a strategic long game. Since joining Arcbound, his audience has grown to nearly **150,000 newsletter subscribers and 20,000 LinkedIn followers.** He has effectively utilized his platform as an external funnel for new clients, even securing a customer from a global company based in Amsterdam.



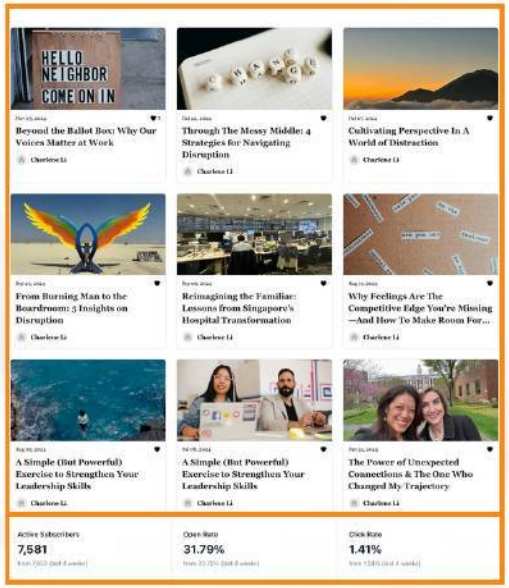


Long Form Content + Community Engagement

Charlene Li

Case Study 5 | 1.5 years

Charlene had been a prominent thought leader for years. The challenge she faced? She was juggling numerous vendors to coordinate her work across various platforms. Without anyone overseeing all aspects of her brand, things became complicated. Today, however, she has a cohesive team that effectively shares her work with the world across **multiple platforms.**



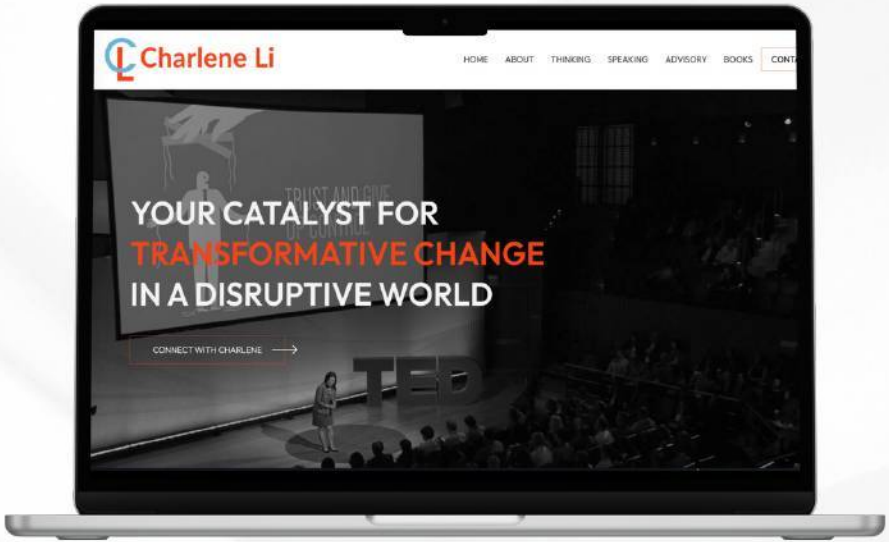
Newsletter

7,500 Subscribers



LinkedIn

275,000 Followers



Website

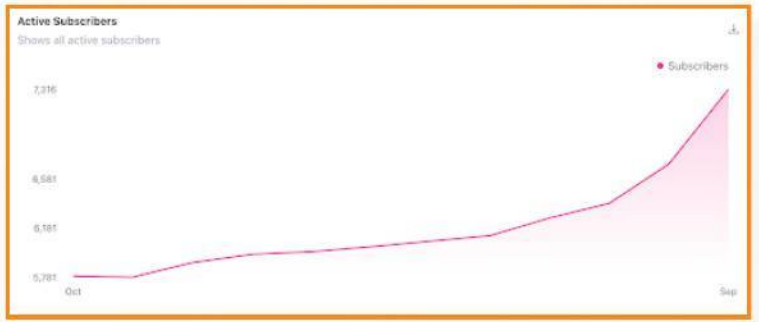
Charlene Li

Case Study 5 | Social Growth

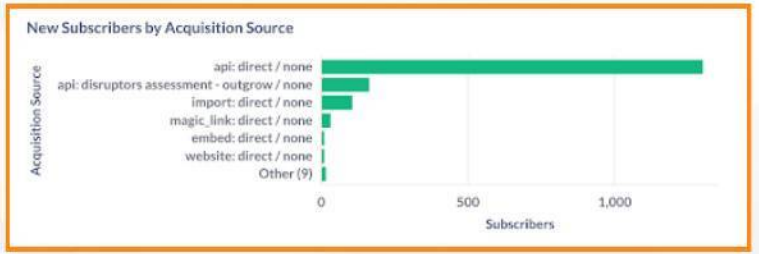
Charlene's Growth Over 18 Months:

- Beehiiv Newsletter: **+1,699 subscribers** in the last year
- LinkedIn Newsletter: **+6,000 new subscribers**
- Social Media Followers: **+18,000 new followers**

Our email newsletters have achieved remarkable success by providing actionable insights and building emotional connections, resulting in high open and click rates, and attracting nearly 1,600 new subscribers each quarter. Additionally, web traffic has increased significantly, with Beehiiv bringing in 671 visitors and 872 sessions in Q2—up from none in Q1.







Charlene Li

Case Study 5 | Newsletter Learnings

Top Performing LinkedIn Newsletters Q2 & Q3

Ditch the Status Quo: How Gen AI Can Reshape Your 2025 Strategic Plan

- 18.5k views, 4 reposts, 11 comments

Building Trust in Gen AI

- 19.4k views, 2 reposts, 23 comments

Implementing Gen AI Takes a Dream Team

- 23.6k views, 3 reposts, 24 comments

Subscriber Demographics

Company Size:

- 10,001+ employees 16.9%,
- 1,001-5,000 employees 10%,
- 11-50 employees 9.8%,
- 1-10 employees 9.2%

Industries:

- IT Services & Consulting 10.9%,
- Software Development 5.8%,
- Business Consulting 4.8%,
- Advertising 4.1%,
- Financial Services 3.9%

Job Titles:

- CEO 2.6%,
- Founder 2.6%,
- Owner 2%,
- Managing Director 1.3%,
- Project Manager 1.2%

Charlene Li Case Study 5 | Analytics Deck

Content Learnings:

TOP PERFORMING POSTS: LOYALTY/ VALUES

KPI: LIKES/ COMMENTS



WHY IT WORKS:
This post connects with audiences by offering a glimpse into Charlene's personal life highlighting the importance of inspiring emotions to build connections and lasting impact. This approach resonates with the Charlene's values and fosters client retention.

Follower Growth: +92 followers in 48 hours.

Top 4 Occupations:
1. Business strategist
2. Founder
3. Executive Director
4. Sales Person

KPI: LIKES/ COMMENTS



WHY IT WORKS:
This post builds client trust by showcasing Charlene's personal values in action. Her relatable story of overcoming challenges demonstrates her commitment to growth and resilience, strengthening her connection with audiences.

Follower Growth: +84 followers in 48 hours.

Top 4 C
1. Busin
2. Sales
3. Execu
4. Found

TOP PERFORMING POSTS: DEMAND GENERATION

KPI: LIKES/ COMMENTS



WHY IT WORKS:
The combination of a compelling hook, an emotional message, and a clear point of view makes this content highly impactful and likely to drive engagement.

Follower Growth: +88 followers in 48 hours.

Top 4 Occupations:

KPI: SHARES



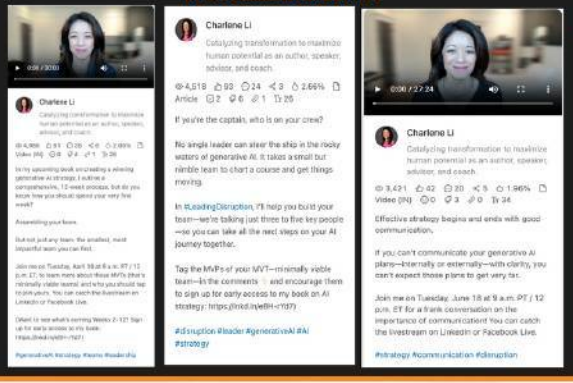
WHY IT WORKS:
The strong hook challenges a common misconception, while the post caption provides valuable insights that resonate with professionals seeking personal and professional growth, offering both an emotional connection and shareable content.

Follower Growth: +141 followers in 48 hours.

Top 4 Occupations:
1. Sales Person
2. Business Strategist
3. Founder
4. Executive Director

TOP PERFORMING POSTS: DEMAND CONVERSION

KPI: COMMENTS/ CLICKS



WHY THESE WORK:
Each post effectively builds anticipation for your book and/ or livestream by using intriguing hooks, highlighting benefits, providing teasers, encouraging action, and establishing your expertise.

Web Traffic: LI generated 208 total visitors to your site with 251 total sessions in Q2, up by 114% in Q1.

Jeff Gothelf

Case Study 6 | 4 years

Jeff Gothelf, a renowned thought leader in agile product development, recognized the need to refine his personal brand to reach more executives and organizations. With a passion for teaching humility, learning, and agility, **Jeff partnered with Arcbound to build a platform that amplifies his expertise**. Through workshops, coaching, and his book *Forever Employable*, Jeff's influence has grown, empowering leaders to foster agile, customer-centric cultures. Today, his work continues to inspire teams to innovate and adapt, driving long-term success and transformation across industries.







Jeff Gothelf

Case Study 6 | 4 years

Q3 Content Breakdown:

TOP PERFORMING POSTS: DEMAND GENERATION

KPI: LIKES/ COMMENTS/SHARES



WHY IT WORKS:
The post effectively attracts readers by highlighting a common issue in Agile, offering a practical solution, and showcasing Jeff's expertise. It concludes with a clear call to action, encouraging readers to learn more.
Follower Growth: +120 followers in 48 hours.

Top 4 Occupations:
1. Software Developer
2. Product Manager
3. Technology Manager
4. Project Manager



WHY IT WORKS:
The post is highly effective due to its strong emotional appeal, shareability, and value-driven approach. It resonates with the audience on a personal level and encourages them to share it with others, ultimately leading to increased engagement and reach.

Follower Growth: +46 followers in 48 hours.

TOP PERFORMING POSTS: DEMAND CONVERS

KPI: COMMENTS/ CLICKS



WHY IT WORKS:
This post uses a free workbook offer to convert the audience effectively. By giving a sneak peek, it shows exactly what to expect—specific and easy to follow. The checklist format and well-spaced caption resonate well with the audience, boosting engagement.

Top 4 Occupations:
1. Product Manager
2. Software Developer
3. UX designer
4. Technology Manager



WHY IT WORKS:
The giveaway format, paired with a strong call-to-action, drives engagement by inviting users to like, tag, and repost. Offering the book adds value, appealing to those eager to improve their OKR skills with practical tools.

Top 4 Occupations:
1. Product Manager
2. Software Developer
3. UX designer
4. Founder

TOP PERFORMING POSTS: LOYALTY/ VALUES

KPI: LIKES/ COMMENTS



WHY IT WORKS:
This post celebrates a milestone while offering a behind-the-scenes glimpse, making it more personal and engaging. The sneak peek of the website adds a layer of curiosity, making the audience feel connected while keeping the content relatable and visually engaging.

Follower Growth: +92 followers in 48 hours.

Top 4 Occupations:
1. Product Manager
2. UX Designer
3. Software Developer
4. Founder



WHY IT WORKS:
This post taps into vulnerability, sharing personal growth and experiences that resonate deeply with the audience. The authenticity and openness build trust, reinforcing core values and fostering loyalty.

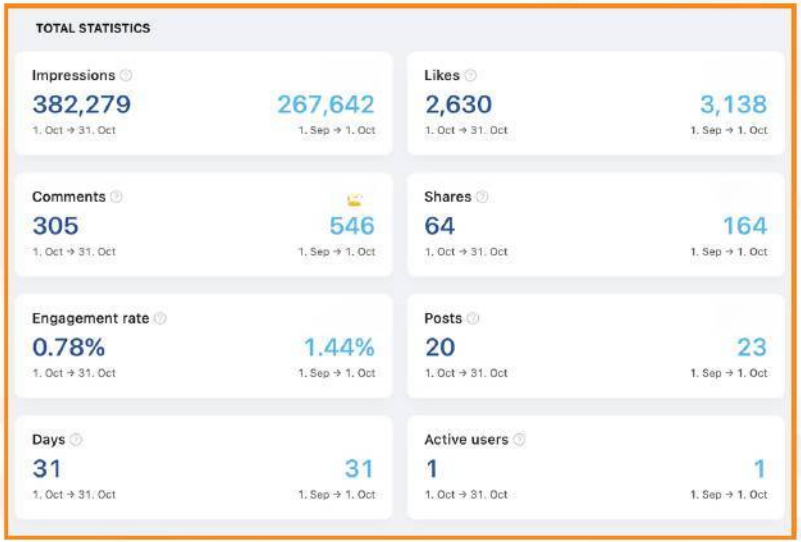
Follower Growth: +324 followers in 48 hours.

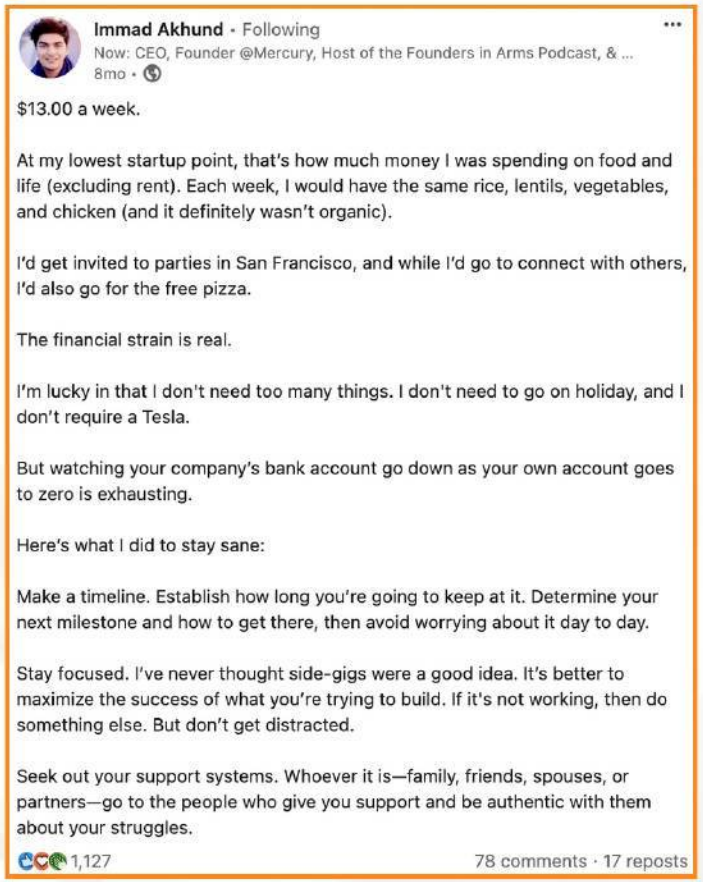
Top 4 Occupations:
1. Product Manager
2. Software Developer
3. UX Designer
4. Business Strategist

Immad Akhund

Case Study 7 | 1+ years

Immad, the CEO and founder of Mercury Bank, collaborated on a podcast with the co-founder of Lyft. Through this experience, he recognized the importance of building his personal brand to increase visibility not only for himself but also for the founders and talent connected to Mercury Bank. In just over a year, Immad has established a strong online presence. Today, he garners **300,000 impressions monthly.**





Immad Akhund · Following
Now: CEO, Founder @Mercury, Host of the Founders in Arms Podcast, & ...
8mo ·

$13.00 a week.

At my lowest startup point, that's how much money I was spending on food and life (excluding rent). Each week, I would have the same rice, lentils, vegetables, and chicken (and it definitely wasn't organic).

I'd get invited to parties in San Francisco, and while I'd go to connect with others, I'd also go for the free pizza.

The financial strain is real.

I'm lucky in that I don't need too many things. I don't need to go on holiday, and I don't require a Tesla.

But watching your company's bank account go down as your own account goes to zero is exhausting.

Here's what I did to stay sane:

Make a timeline. Establish how long you're going to keep at it. Determine your next milestone and how to get there, then avoid worrying about it day to day.

Stay focused. I've never thought side-gigs were a good idea. It's better to maximize the success of what you're trying to build. If it's not working, then do something else. But don't get distracted.

Seek out your support systems. Whoever it is—family, friends, spouses, or partners—go to the people who give you support and be authentic with them about your struggles.

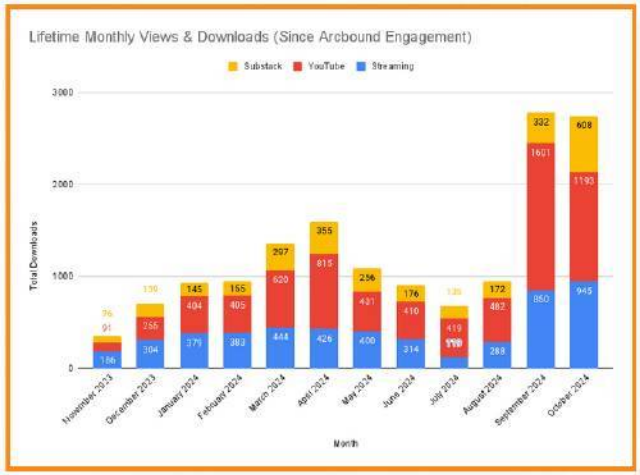
1,127 78 comments · 17 reposts

Immad Akhund

Case Study 7 | Podcast Performance Overview

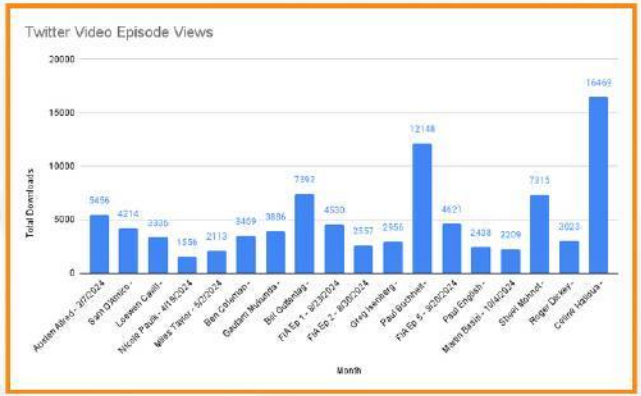
Graph 1

- Full-Episode Views/Downloads (Streaming, YouTube, Substack)
- Data covers November 2023 to October 2024, highlighting overall trends since Arcbound took over management.
- Note: Views and downloads dipped over the summer during a show hiatus.



Graph 2

- Individual Episode Views on Twitter
- Displays views for each episode since we began posting full episodes to Immad's Twitter.
- Excludes November episodes, as they are still actively receiving views.
- The two top-performing episodes occurred after the rebrand, indicating positive engagement with the new brand identity.



Founders In Arms

Case Study 8 | Podcast and Community Management

Arcbound collaborated with *Founders in Arms* to enhance their podcast and community on **Tribe**. Through strategic content planning and audience engagement, we boosted the podcast's reach and impact. By addressing topics relevant to founders and utilizing key distribution channels, we achieved increased engagement and subscriber growth. Our community-building efforts on Tribe created meaningful connections, transforming *Founders in Arms* into an active hub for founders to learn and collaborate, resulting in a thriving community and expanding audience with each episode.



Immad Akhund
CEO/Founder

MERCURY



Rajat Suri
CEO/Founder

lyft presto

Tribe App

How Clients Drive Their Success

- **Your Time Commitment:**
  - 6 hours during the Arc Launch
  - 4-6 hours a month (2 for meetings, 2 for content review, 2 for platform support)

- **Your Input:**
  - is invaluable to our process—by bringing your ideas to the table, staying engaged with timely approvals, and offering feedback, we can work together to adapt our strategies to fit your needs.

- **Timeline for Results:**
  - can vary depending on the goals we're working toward. Some clients see progress quickly, while others may begin to notice impactful results within 3 to 6 months, depending on factors like the sales process and message delivery.

By participating in our process it will help you make the sales conversion process easier for you because your message is being disseminated thoughtfully across the right people



Positioned for Lead Success



Building a personal brand is a long-term strategy, not an overnight solution. By nurturing your brand over time, you make conversions easier and unlock a broader audience to drive meaningful leads.

How to Drive Leads

- **Free Content / Brand (Podcasts, Social, Newsletters, etc.) – Arcbound's Role**
  - Position your brand to attract and engage through valuable content.
  - Amplify your reach and build trust over time.
- **Warm Outreach (To Your Network) – Your Role**
  - Leverage existing relationships to nurture potential leads.
  - Personal touch and consistent follow-up drive engagement.
- **Cold Outreach (To Ideal Customer Profiles) – Your Role**
  - Target new, high-potential customers with a tailored approach.
  - Extend your brand's reach to uncharted territories.
- **Paid Ads – A Partner's Role if You Choose**
  - Strategic ad placements to reach a broader, qualified audience.
  - Boost visibility for faster results.

+ **A Sticky Product – Your Role**
  - A well-positioned, valuable offering that resonates with your audience.
  - Essential for converting leads into loyal customers.

Our Leaders



Bryan Wish
CEO

As CEO of Arcbound, Bryan Wish is a visionary leader, dedicated to amplifying the voices of the world's most influential leaders. His journey began while launching *The Creative Curve* for tech CEO Allen Gannett, where he recognized the transformative power of a personal brand to inspire and unify. Driven by this revelation, Bryan founded Arcbound—a dynamic branding powerhouse that empowers visionaries to create impact and build legacies. Today, Arcbound is the trusted partner for over 40 active clients, from Fortune 100 CEOs to bestselling authors, harnessing the art of authentic storytelling to shape powerful, lasting connections.



Blaire Kotsikopoulos
GM/VP Client Services

At Arcbound, Blaire is the powerhouse behind our client services, expertly uniting creative and account teams to build powerhouse brands for thought leaders. Known for her relentless pursuit of excellence, Blaire has transformed client success organizations across multiple high-growth companies. From launching TrackMaven's Customer Success and Professional Services to leading seamless post-merger integrations at Skyword and establishing a groundbreaking customer success team at BERA.ai, she consistently raises the bar on customer experience and operational excellence.

Our Advisors



Pramod Dabir, CEO
Finance, Resourcing,
Operations Advisor



Peter Kazanjy, CEO
GTM & Sales Advisor
Author Founding Sales



Deb Liu, CEO
Speaking Advisor
ancestry



Tyler Denk, CEO
Newsletter Growth Advisor
beehiiv