
Your Path
Your Messa
Your Future
ARCBOUND

About Arcbound

Established Authority

Since 2018, Arcbound has empowered leaders and executives to build impactful personal and corporate brands.

Brand value is cultivated in the hearts and minds of consumers gradually and requires leaders to engage thoughtfully with potential customers.

Focused Vision

Forward Framework

Today, we turn accomplished professionals into influential brands by defining the unique intersection of their knowledge, perspective, and purpose—and expressing it with substance and style.

About Arcbound

Diverse Clientele



Strong brands create strong emotional connections, **expanding the funnel of opportunities and accelerating conversions at every stage**, especially between awareness and consideration and usage and loyalty.

Value-Driven Branding

Arcbound empowers executives to unlock potential through transformative branding.

Your Complete Brand Journey

Your Authenticity and Expertise, Amplified

01 Define

Our brand development services help you identify where your uniqueness, expertise, and meaning converge to create your ownable message.

02 Activate

Once your ownable message is defined, it must be shared strategically across the right channels. Our brand activation services amplify your expertise and connect you with your target audience.

03 Support

Building a brand is an ongoing journey. Our support services ensure your brand continues to evolve, stay relevant, and create impact over time.

Your success stems from distinct knowledge, perspective, and purpose—the foundation of a brand only you can own.



Why People Work With Arcbound

Our clients—seasoned leaders, investors, and recent business exiters—reach a pivotal moment and ask themselves, **“What’s next?”**

They’ve built successful businesses and careers, yet often feel an unfulfilled potential to **create greater impact, drive new strategic initiatives, and expand their influence.**

They recognize the value of a strong personal brand in unlocking access, prominence, and opportunity—but **lack the time, team, or expertise to build and sustain it alone.**

They understand that building a holistic, portable brand is essential for long-term success. They seek a trusted partner to help them translate experience and insights into a clear message that resonates across multiple channels, consistently and effectively.

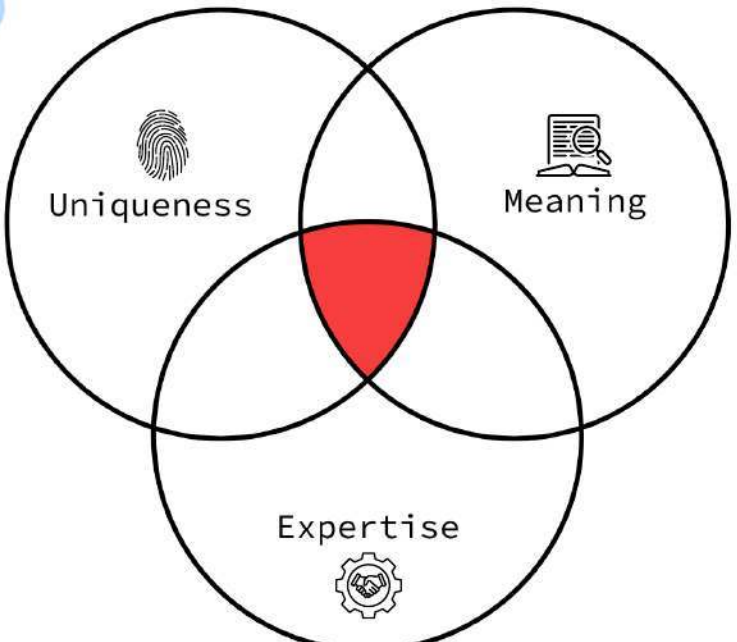
We help these visionary leaders cut through the noise, clarify their message, and build powerful personal brands that unlock new opportunities and drive sustainable growth.

Influence Begins with Clarity

Discover Your Ownable Message

Through our proprietary methodology, we uncover where these elements converge to create your ownable message—one that resonates authentically and positions you strategically in your field.

We transform expertise into influence. From message discovery to strategic activation, Arcbound provides the complete journey from accomplished professional to influential brand.



01 Uniqueness

What makes you distinctly different in approach and perspective.

02 Expertise

What you're uniquely qualified to do based on experience and proven results.

03 Meaning

What drives you to make a difference and the deeper purpose behind your work.

Your Most Powerful Brand Lives at the Intersection of **Three Critical Elements**

The Challenge: Building Your Support Team

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

Visual Content Creation

Transform your visual identity into graphics for social media, newsletters, videos, and more.

Create a Cohesive Web Presence

Design a website that encapsulates who you are.

Data-Driven Insights

Analyze what's working to refine your approach.

Define Your Brand Identity

Establish your message and visual identity.

Manage Relationships & Strategy

An Account Manager to understand your goals, foster connections, and drive results.

Develop Your Voice

Engage a skilled writer to express and distribute your message across platforms.

Monetize Your Brand

Explore strategies for leveraging your brand and intellectual property.

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.

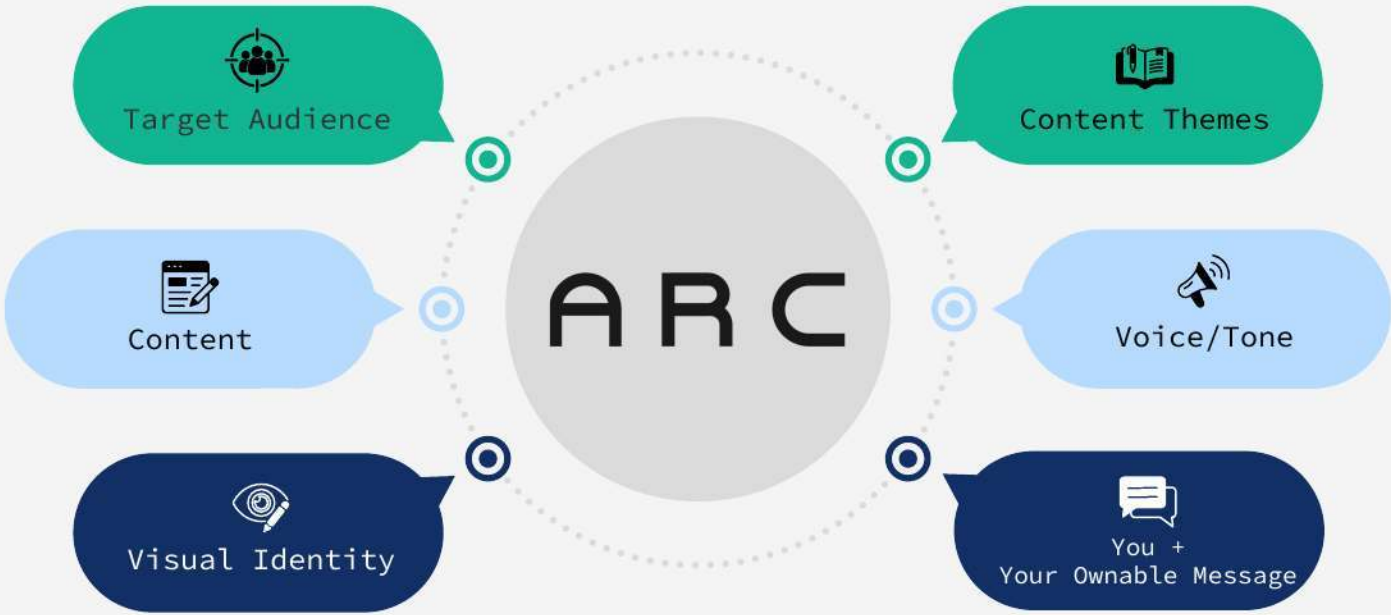
Detail Coordination

Manage the minutiae so you can focus on what matters most.

Strategic Outreach

Plan for speaking engagements, PR, and networking.

Our Holistic Approach:



Key Arcbound Brand Assets

Brand is in everything that touches or concerns your audience.

Arcbound delivers key brand assets, then activates your brand with content.

Brand Assets

- Vision
- Mission
- Ownable Message
- Brand Characteristics
- Visual Identity & Design
- Content Themes
- Voice & Tone

Activate The Brand With Stories

- Social
- Long Form
- Newsletter
- Podcast
- Video
- Website

. . . So That You Are

Equipped with the tools needed to demonstrate and convert your expertise into thought leadership and career opportunities.

How We Partner With You

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.

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.

Goal-Oriented Planning

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

Service Arcs: Overview

Through our proprietary methodology, we uncover where these elements converge to create your ownable message—one that resonates authentically and positions you strategically in your field.

01 Define
Uncover What Makes You Uniquely Valuable.

02 Activate
Transform Your Message Into Meaningful Connections

03 Support
Maintain and Grow Your Brand Presence

01

Define

The Arc Launch

Your success stems from your distinct experience, perspective, and purpose—the foundation of a powerful personal brand. Our brand development services help you identify where your uniqueness, expertise, and meaning converge to create your ownable message.

Arc Launch - What Is It?

Identify the Message Only You Can Own: Arcbound's signature service transforms your expertise into a compelling brand foundation. Through our proprietary methodology, we uncover the message only you can own and provide the essential elements to establish your brand presence.

The Arc Launch process begins with a deep exploration of your unique perspective, expertise, and purpose. Through our guided discovery process, we identify where these elements intersect to create a custom brand position.

Journey to an Ownable Message

Our methodology focuses on three key elements:

UNIQUENESS

What makes you distinctly different in approach and perspective

EXPERTISE

What you're uniquely qualified to do based on experience and proven results

MEANING

What drives you to make a difference and the deeper purpose behind your work

Where these elements converge, we discover your ownable message—the foundation for a brand that resonates authentically and positions you strategically.

Arc Launch Deliverables

The Arc Launch package provides everything you need to establish your brand foundation:

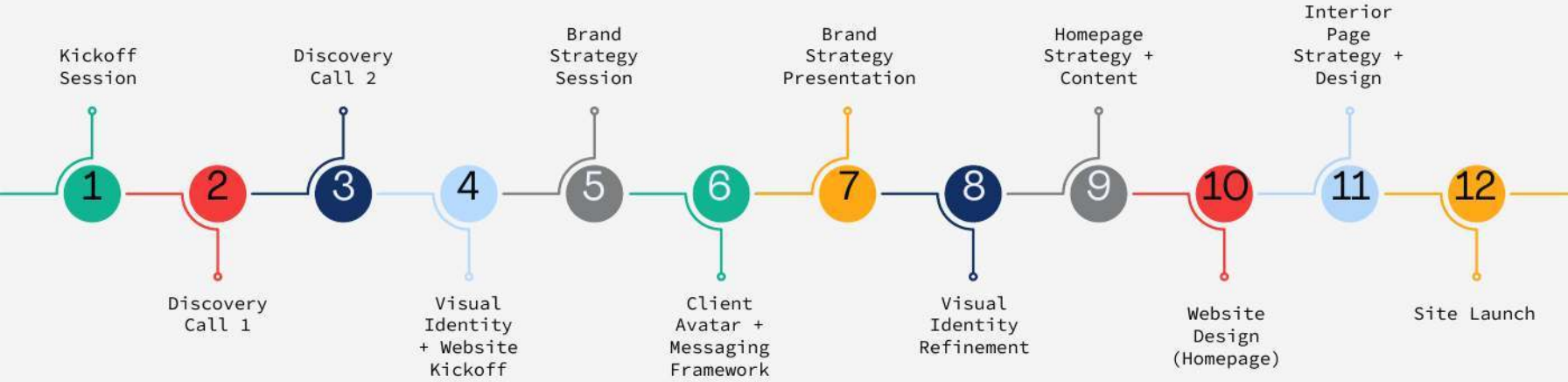




- **Brand Strategy:** A comprehensive articulation of your vision, mission, ownable message, audience, key content themes, and strategic positioning
- **Content Strategy:** Clear guidance on how to express your brand through various content formats and channels
- **Visual Identity and Guidelines:** A distinctive visual system including colors, typography, and optional logo/wordmark elements
- **Website:** A personal website that communicates your value, showcases your expertise, and converts visitors into opportunities.

Arc Launch Timeline: 8-16 Weeks

Our signature Arc Launch identifies the message only you can own through Arcbound's unique methodology and three-part process.



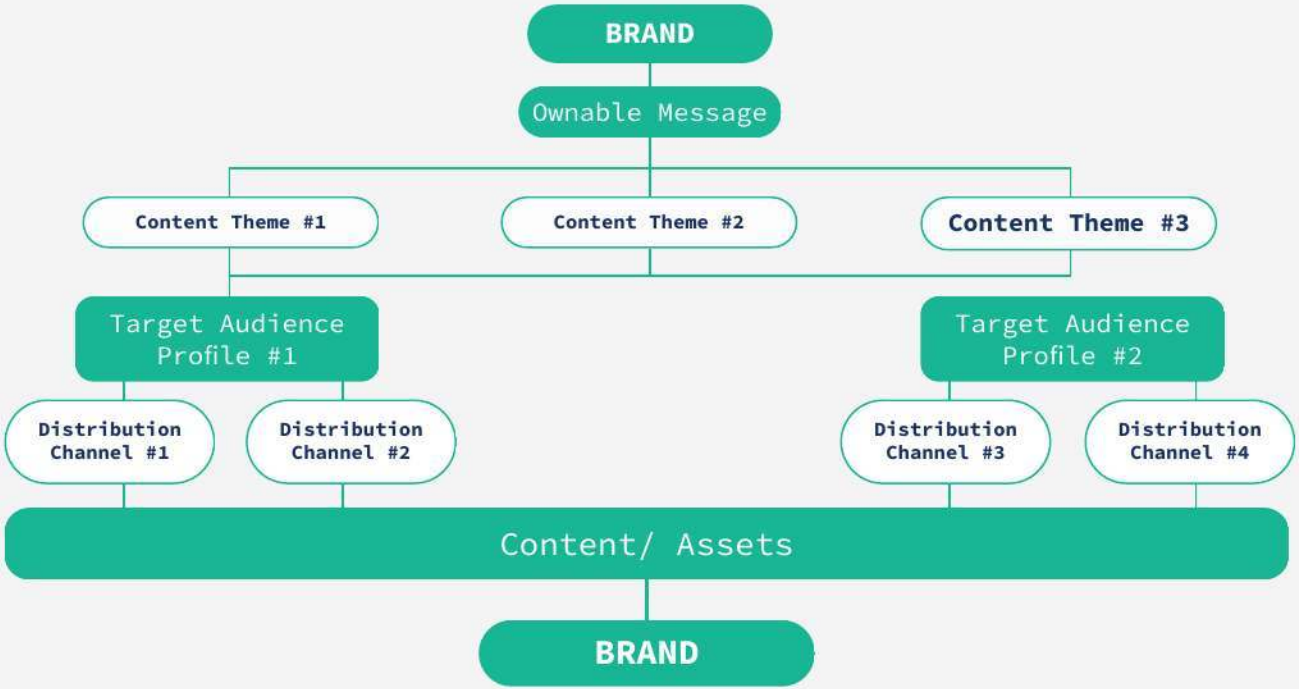
Visual Identity: Create a distinctive visual presence that reflects you
Brand Strategy Development: Hone your approach, from vision statement to cross-channel distribution
Website Development: Build a digital home that instantly communicates your value

Experience Overview

Our guided process ensures we capture the essence of what makes you uniquely valuable:

1. **Kickoff:** We establish goals and align on expectations for the process
2. **Discovery Sessions:** Through structured conversations, we explore the inherent elements of your personal brand
3. **Strategy and Visual Identity Development:** Our team synthesizes insights to craft your brand strategy and visual direction
4. **Presentation & Refinement:** We present our findings and recommendations, then refine based on your feedback
5. **Website Development:** We create your digital home—a reflection of your brand strategy, visual identity, work, and product and service offerings
6. **Final Delivery:** You receive all elements of your brand foundation, ready for activation—along with your website

Our Framework



Framework: Strategy

- **Ownable Message**

  A distinctive and authentic narrative capturing your brand values, expertise, and purpose — an ownable message distinguishes your brand by conveying memorable aspects of your personal + professional persona.

- **Content Themes**

  Themes provide the vehicles to establish and build the brand within the minds of the target audiences.

- **Target Audiences**

  Individuals (or groups) who are actively interested in insights, expertise, and ideas, and offerings of the brand.

- **Distribution Channels**

  Distribution channels are selected based on where the intended audience is most active and where the platform psychology is most aligned to the brand.

- **Content/Assets**

  Content will be crafted to appeal to the intended audience while leaning into the unique needs/rules of the selected distribution channels.

Arc Launch: Testimonals

The Arcbound team proved to be thoughtful, strategic, and capable execution partners who helped elevate my work. I've always dreamed of sharing my Life Is Too Short message with diverse audiences, and now I feel confident in my branding and message when directing people to my digital presence.

Scott White
Chairman of the Board of Invesque | Motivational Speaker | Bestselling Author

Working with Arcbound has been amazing -- their creative instincts, structured process, and commitment to quality have made a real difference. They've helped bring clarity and cohesion across all my digital assets creating a unified platform that reflects my work and vision. I'm grateful for their partnership.

Steve Taylor
Founder & CEO of EVPowerInsights

What impressed me most about Arcbound was their committment to listening and adapting.Throughout our collaboration, they consistently incorporated my feedback, refining their approach until we achieved results that truly supported and represented me. Their responsiveness and ability to pivot helped with the creation of a personal brand that is reflective of me and my life's work.

Dr. Julie Rosenberg
Senior Life Sciences Consultant

A trusted referral through YPO led me to Bryan and the Arcbound team. After just our second conversation, I moved forward on trust alone – and they've exceeded every expectation since. With a technical background and two decades of brand-building at Level Access, I set a high bar. Arcbound cleared it with ease....

The Arcbound team delivered exactly what they promised with exceptional quality and consistency. Their team not only executed the service flawlessly but also provided significant introductions to others their network, creating an extremely value-added experience.

Nick Doyle
Author of Outmarket the Competition

... I've been particularly impressed by the holistic experience: Anton's technical precision, Blaire's strategic leadership, Bryan's strategic introductions, and the team's ability to design a brand that captures my mission to help scale companies to $100M and beyond. I'm excited to have them in my corner as the next chapter of my brand unfolds.

Tim Springer
1to100

Arc Journey: Sean Magennis

Global executive and entrepreneur Sean Magennis tasked Arcbound with translating his diverse career spanning multiple businesses, peer leadership organizations, and international markets into a powerful personal brand. The outcome? A comprehensive brand strategy highlighting Sean’s unique ability to connect and develop business leaders.



Sean Magennis: Arc Launch Overview

Sean Magennis is a seasoned entrepreneur and global business leader with a 30-year career spanning professional services, real estate development, energy consulting, and leadership roles in prestigious organizations like YPO (Young Presidents' Organization). With experience across nearly 100 countries and a proven track record in building businesses and developing leaders, Sean has established himself as a trusted advisor in the entrepreneurial and executive communities.

The Challenge

After decades of diverse business experience, including successful exits, leading global organizations, and working with ultra-high-net-worth communities like Tiger 21, Sean needed to articulate his "second act." He faced several key challenges:

1. **Consolidating his vast global experience, network, and expertise into a cohesive personal brand.**
2. **Creating a professional identity that reflected both his entrepreneurial background and his servant-leader approach.**
3. **Developing a platform that could showcase his unique value as an advisor, coach, and connector for business leaders.**
4. **Establishing a digital presence that could serve as his "calling card" for the next phase of his career.**

Our Approach

Arcbound provided Sean with a brand strategy that articulated his unique perspective on leadership, trust-building and entrepreneurial growth; a visual identity that reflected his sophisticated yet approachable demeanor; and website showcasing his expertise in business exits, peer networks, and leadership development.



Impact: Through our collaboration, Sean's personal brand emerged as a powerful platform highlighting his unique ability to develop trust-based relationships that drive business results, connect leaders across global networks and industries, and offer experienced guidance for entrepreneurs at critical business junctures.

Website Creation & Brand Showcase

Sean's Arc Launch prepared him to embark on a "second act" with clarity and purpose. The brand highlights not just what Sean does, but the impact he creates in helping leaders reach their full potential, providing insight into his unique combination of global expertise and relationship-building skillss



Click to View

Arc Launch Web Development

Build A Digital Home to Communicate Your Value.
Your website is more than just a digital business card; it's the home base for your brand. We create websites that serve as strategic assets. Each element—from content to design and functionality—is crafted to showcase your expertise, convey your unique value, and convert visitors into opportunities.



Our website development service provides everything needed for an effective digital presence:

- **Content Strategy & Development:** Strategic messaging and content for your homepage and interior pages
- **Custom Design:** Visual design that embodies your brand identity and creates an engaging user experience
- **Responsive Development:** Technical implementation that ensures your site functions flawlessly across all devices
- **Basic SEO Setup:** On-page optimization including meta titles, descriptions, heading structure, and image optimization
- **CMS Implementation:** User-friendly content management system setup with training as necessary
- **Launch Support:** Technical assistance during the transition to your new website

Web Development: Julie Rosenberg

Dr. Julie Rosenberg is a senior life sciences consultant and pediatric hematologist-oncologist with an exceptional track record leading global drug development and pharmacovigilance programs. With experience spanning roles at major pharmaceutical companies including Pfizer, Bayer, Bristol-Myers Squibb, and Boehringer Ingelheim, she brings deep expertise in clinical development, trial design, operational efficiency, and regulatory strategy. Beyond her pharmaceutical work, Dr. Rosenberg is also interested in holistic health education and coaching, and is an invited member of Marshall Goldsmith's 'MG' 100—a distinguished group of leading consultants, coaches, and entrepreneurs. She needed help communicating her diverse expertise to a new audience: potential clients.



Julie Rosenberg Web Overview

- **The Challenge:** Despite her impressive pharmaceutical career and two books to her name, Dr. Rosenberg was at a professional crossroads. She aspired to establish an independent consulting practice but struggled to bridge her rigorous scientific and drug development background with her passions for holistic health and personal leadership coaching— areas of work that, while complementary, required thoughtful integration to create a unified professional identity.
- **The Approach:** Arcbound guided Dr. Rosenberg through our Arc Launch process, conducting thorough discovery sessions to understand her diverse expertise, aspirations, and unique perspectives. This process involved analyzing her entire body of work, identifying her core strengths, and developing a strategy that would represent her multifaceted expertise to potential clients.

The Impact

Through the Arc Launch process, Dr. Rosenberg developed a clear, unified professional identity that successfully aligned her deep scientific expertise with her holistic health and personal leadership interests. We created a comprehensive brand strategy that positioned her as a trusted advisor for biotech companies who brings both scientific rigor and holistic thinking to complex business challenges. The transformation included **development of a professional website that effectively communicates her unique value proposition, showcasing her fractional leadership services, consulting expertise, executive coaching offerings, and published works—all under one cohesive personal brand.**

Website Creation Showcase

With her brand identity defined, Dr. Rosenberg established an independent consulting practice that represented the full spectrum of her vision and capabilities. The messaging has enabled her to attract clients who value both her scientific expertise and holistic perspective.



Click to View



The Arc Launch package is the essential first step in your journey from accomplished professional to influential brand. It provides the **strategic foundation that all other brand activities build upon.**

02

Activate

Recurring Work

Once your ownable message is defined, it must be shared strategically across the right channels. Our brand activation services amplify your expertise and connect you with your target audience.

Services Offered



Content Production

Develop your brand and market



Podcast Development

Engage your audience through meaningful conversations



Book Ghostwriting

Transform experience and expertise into a published work



Newsletter Development

Nurture your network with consistent, valuable insights



Video Content

Connect through powerful visual storytelling

Content Ecosystem

Arcbound is engaged to first build the foundations of an online ecosystem.

Specifically, with a website, newsletters, and social content on LinkedIn and other platforms that serve to activate the brand, and outreach that stimulates the network on LinkedIn.



Content Roles

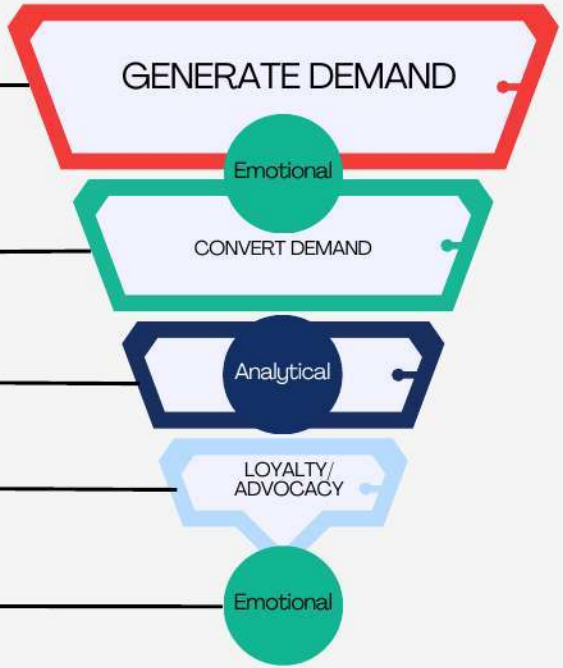
TL/service content (most of what we write), top level outreach, podcasts

Lead magnets, webinars, emails

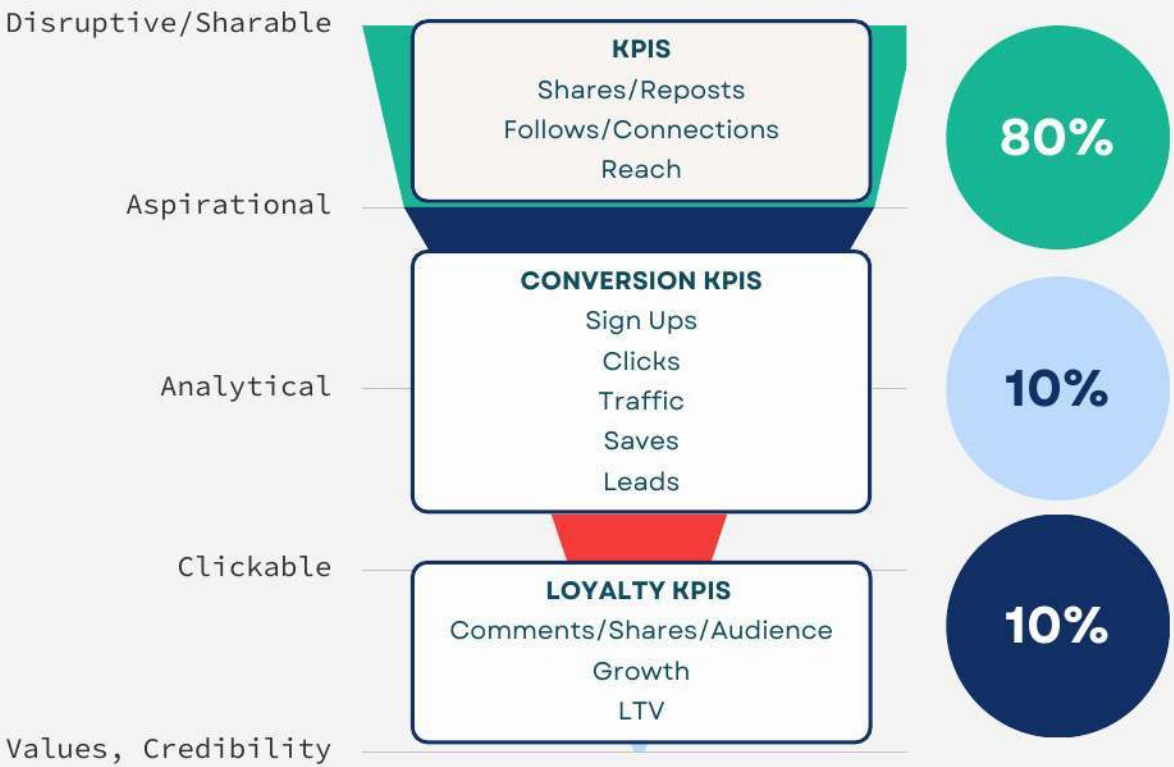
Testimonials, some newsletters

Decisions

Customersip/retention



Content Roles (cont.)



Recurring: Testimonials

As an attorney, balancing client matters and business development leaves little time for developing an approach to social and content that authentically represents my industry knowledge as opposed to legal knowledge. The Arcbound team helped me establish a consistent and genuine professional identity, creating a solid foundation that I can continue to build upon.
Eitan Hoening
Partner, Perkins Coie

The Arcbound team has impressed me at every step. From developing my branding to amplifying my voice across platforms, they've consistently delivered exceptional quality. I never thought one vendor could provide such comprehensive, high-caliber support across every dimension of my personal brand, yet they continue to exceed expectations and improve with each project. **Charlene Li | Founder, Speaker, and Strategic Advisor**

The Arcbound team has been an exceptional partner in helping bring our Non-Obvious brand to life through engaging content and thoughtful strategy. Beyond our core engagement, they have consistently brought additional value by helping to think through all the extensions of our brand, from launching our podcast to growing our popular annual book awards program. Their consistent ability to show up as collaborative and invested allies has been a game changer for helping us take the Non-Obvious brand to the next level. **Rohit Bhargava | Founder of the Non-Obvious Company**

The Arcbound team has grit. Passion. Energy. Ideas. Consistency. From the sales process, to the execution of my brand, I have loved working with them. **Corey Manicone | CEO, JYVE**

The Arcbound team has transformed my ideas into compelling content while generating meaningful connections in my industry. Working with them has taught me that effective brand building is a strategic long-game—one where Arcbound excels at positioning my message to reach precisely the right audience at the right time. **Jeff Gothelf | Founder and Author**

...They helped me sharpen my story, craft a thoughtful content and education strategy, and elevate my online presence into something truly memorable. The result is a brand that reflects who I am and the value I bring. Now, whether someone finds me through a Google search or joins me on a Zoom call, that first impression carries instant credibility. In a market where trust is everything, Arcbound made sure my brand speaks for me—before I even say a word. **Leslie Wish | Founder of the Wish Team**

SOCIAL CONTENT PRODUCTION



Activate Your Brand Across Platforms

Social media offers powerful opportunities to amplify your influence and connect with your audience. Our social media content creation service ensures your content reaches and resonates with the right people, building consistent engagement and establishing your authority.

WHY SOCIAL MEDIA MATTERS FOR YOUR BRAND

Strategic social media presence offers distinct advantages for building your influence:

1. **Expanded Reach:** Connect with audiences beyond your existing network
2. **Thought Leadership:** Regularly demonstrate your expertise and unique perspective
3. **Relationship Building:** Engage directly with peers, clients, and industry leaders
4. **Content Distribution:** Extend the reach of your other content initiatives
5. **Platform Relevance:** Maintain visibility where professional conversations happen

Whats Included?

Our social media management service provides comprehensive support:

Content Planning

Monthly ideation and content batching aligned with your brand strategy

Publishing Management

Consistent posting according to optimal scheduling

Engagement Guidance

Strategic recommendations for personal engagement

Content Creation

Professional writing tailored to each platform’s unique requirements

Platform Strategy

Strategic guidance on which platforms best serve your goals

Performance Analysis

Regular reporting on key metrics and optimization recommendations

Visual Assets

Custom graphics and imagery that reinforce your visual identity

LinkedIn Approach

1st PRINCIPLE
Most of what we create is thought leadership in the form of “Service content” (provides value to others)

2nd PRINCIPLE
We work with the algorithm by publishing alternating broader and narrower assets within themes.

3rd PRINCIPLE
Three things matter: the content, the packaging, and the platform -- platform stim. is the one that surprises people.

Content Creation: Jeff Gothelf

Jeff Gothelf is a product design expert, author, coach, and speaker who helps organizations build better products and create more effective teams. Having written multiple bestselling books on Lean UX and agile methodologies, **Jeff needed a strategic partner to increase his reach across platforms and maximize his brand's impact.**



Jeff Gothelf Content Overview

Arcbound implemented a comprehensive brand activation strategy spanning LinkedIn, email newsletters, and his website. We created a diverse content mix including thought leadership articles, personal reflections, behind-the-scenes insights, and video content and established consistent publishing cadences for social media and newsletters. We also implemented data-driven content optimization based on performance metrics.

The Challenge

Despite having established credibility through his books and speaking engagements, Jeff faced several challenges in scaling his brand presence:

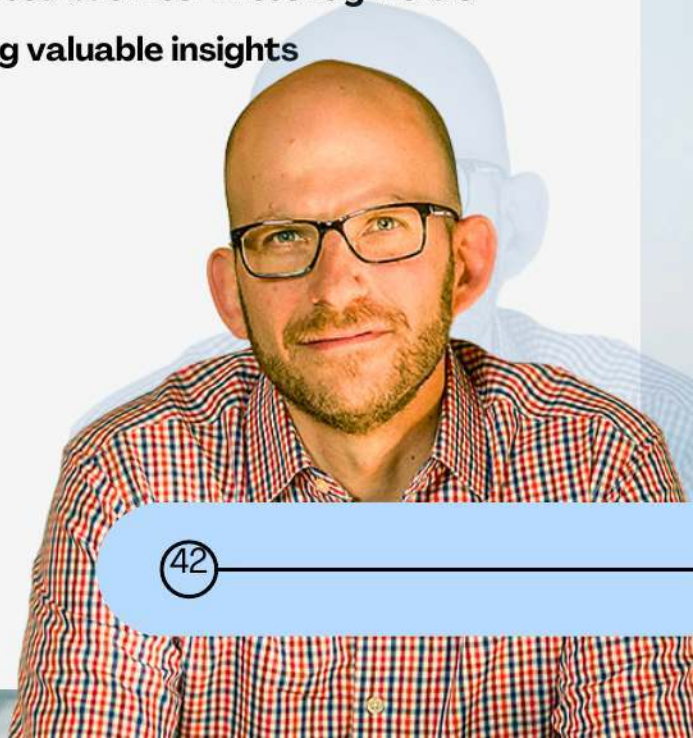
1. **Limited bandwidth** to consistently create and distribute content across multiple platforms
2. Need for a cohesive content strategy that **maintained his authentic voice** while reaching new audiences
3. Difficulty measuring which content resonated most with his audience to inform future strategy
4. Balancing promotion of his workshops and products with valuable thought leadership content
5. Desire to grow his audience significantly while maintaining high engagement rates

Our Approach

Through our collaboration, **Jeff's brand evolved from a respected but intermittently visible thought leader to a consistently engaging presence delivering valuable insights across platforms.**

This transformation happened through:

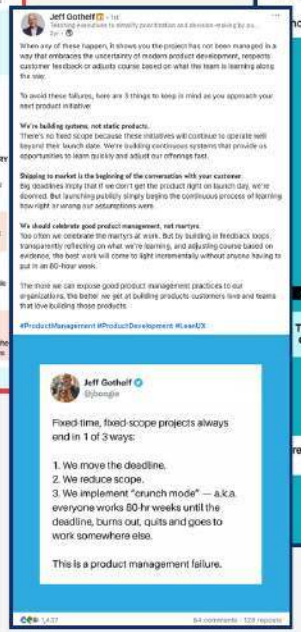
- Consistent, high-quality content across LinkedIn and email channels
- Strategic experimentation with content formats, including polls, video, and behind-the-scenes content
- Data-informed adjustments to maximize audience growth and engagement
- Seamless integration of promotional content within a value-first approach



The Content

5 Years with Arcbound

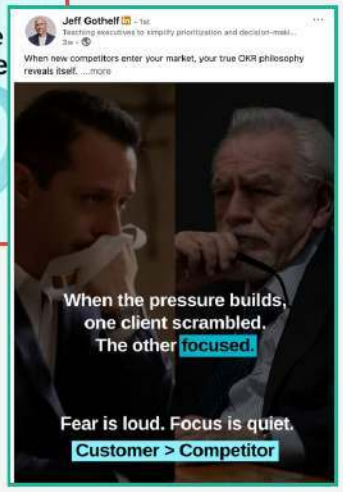












Content Breakdown / Analyzing

Arcbound takes a structured, insight-driven approach to optimizing Jeff Gothelf's content. Each quarter, we categorize top-performing posts by objective—demand generation, conversion, or loyalty—and analyze them across KPIs like engagement rate, follower growth, and target audience relevance. We break down why each post worked, from tactical CTAs and format choices to emotional tone and value alignment, helping us identify repeatable patterns. We also track audience roles to ensure resonance with ideal buyer profiles. These insights directly inform content strategy, allowing us to double down on what's effective, test new angles, and evolve Jeff's presence in lockstep with audience behavior.



The Impact

5 Years with Arcbound

Our partnership generated substantial growth across all platforms:

- LinkedIn following increased by over 70% year-over-year
- Content impressions grew by more than 75% during peak periods
- Engagement metrics (likes, comments, shares) all increased by 40-65%
- Email newsletter subscriber base expanded by over 40%
- Newsletter open rates consistently exceeded industry averages by 15%
- Workshop and product promotion click-through rates improved by over 30%
- Video content generated thousands of hours of watch time, dramatically increasing audience connection

The Impact

5 Years with Arcbound

Our partnership generated **substantial growth** across all platforms:

LinkedIn following increased by over

70%

year-over-year

Content impressions grew by more than

75%

during peak periods

Engagement metrics (likes, comments, shares) increased by

40-65%

Email newsletter subscriber base expanded by over

40%

Newsletter **open rates consistently exceeded** industry averages by

15%

Workshop and **product promotion click-through rates** improved by over

30%

Video content generated **thousands of hours of watch time**, dramatically increasing audience connection

Real World Impact

Because of the consistent momentum and clarity we helped Jeff build on-platform, his influence naturally expanded beyond it. By establishing a strong message and visual identity, Jeff became a recognizable authority in his space... Leading to a surge of off-platform opportunities, including speaking engagements, podcast features, and strategic partnerships. His digital presence didn't just build visibility; it opened doors to real-world impact.







PODCAST PRODUCTION



Engage Your Audience with Meaningful Conversations

Whether you're looking to reach new audiences, deepen relationships with existing followers, or create valuable connections with peers in your field, podcasting offers powerful opportunities for brand growth.

Podcasts provide an opportunity for your audience to go deep and get immense value from your work. Our podcast production service handles every aspect from concept development to editing and distribution, allowing you to focus on sharing your expertise.

WHY PODCASTING MATTERS FOR YOUR BRAND

Podcasting offers unique advantages for building influence, including:

1. **Deep Connection:** Long-form audio content creates a sense of intimacy and trust with your audience
2. **Expertise Showcase:** Conversations allow you to demonstrate your knowledge in a natural, accessible way
3. **Relationship Building:** Interviews connect you with influential guests and expand your network
4. **Content Versatility:** Episodes can be repurposed across multiple channels to extend your reach

Whats Included?

Our podcast production service provides comprehensive support:

Podcast Strategy

Development of your show concept, format, and target audience

Professional Editing

Audio editing and enhancement to ensure professional sound quality

Visual Identity

Custom artwork and branding for your podcast aligned with your overall brand

Social Media Content

Creation of promotional clips for use across social channels

Distribution

Setup and management of hosting and distribution to major podcast platforms

Production Support

Technical guidance for optimal recording quality

Podcast: Founders In Arms

Immad Akhund and Raj Suri represent a powerhouse of Silicon Valley entrepreneurial experience. **Immad is the founder and CEO of Mercury Bank**, a banking platform designed specifically for startups. **Raj has founded multiple successful companies, including Presto and Lima, and was previously an executive at Lyft.** Together, they host a podcast exploring current events in tech, startups, and policies with expert guests, combining their complementary perspectives and experiences to provide unique insights for the startup community.



Founders In Arms Overview

Arcbound implemented a strategic brand activation plan focused on multiple channels, with distinct content themes that authentically capture their individual voices while maintaining cohesive messaging. **Our content strategy leveraged their podcast as a foundation for additional thought leadership.**

The Challenge

Despite their individual successes as entrepreneurs, Immad and Raj faced several challenges in maximizing their collective impact as podcasters:

- **Effectively sharing their hard-earned knowledge** with early-stage founders who could benefit most from their insights
- **Building personal brands separate from but complementary to their respective companies**
- Creating authentic voices that balance their roles as **CEOs, advisors, and industry commentators**
- Reaching and engaging their target audience of first-time founders of revenue-generating and venture-backed startups
- **Converting their naturally inquisitive natures and leadership approaches into valuable content** that resonates with the founder community

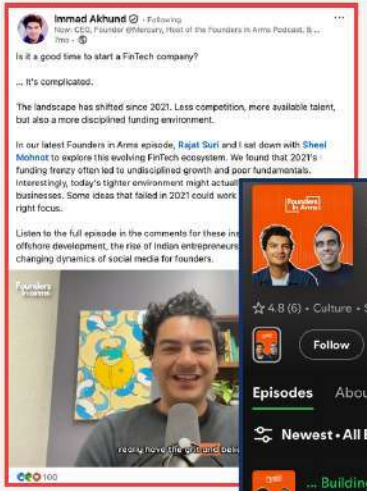
Our Approach

Arcbound implemented a strategic brand activation plan focused on multiple channels, with distinct content themes that authentically capture their individual voices while maintaining cohesive messaging. Our content strategy leveraged their podcast as a foundation for additional thought leadership.

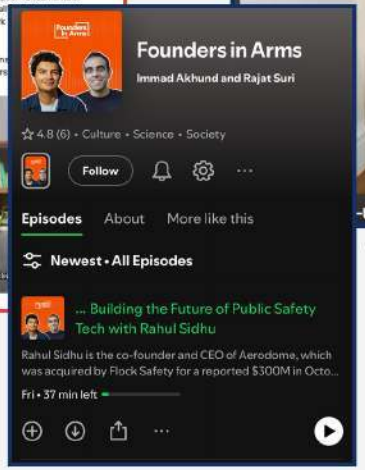


Impact: Through our collaboration, both Immad and Raj evolved from accomplished but relatively quiet CEOs to vocal and respected thought leaders in the startup ecosystem. Their content strategy now effectively balances personal anecdotes, practical advice, and industry commentary—all delivered with authentic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

The Content



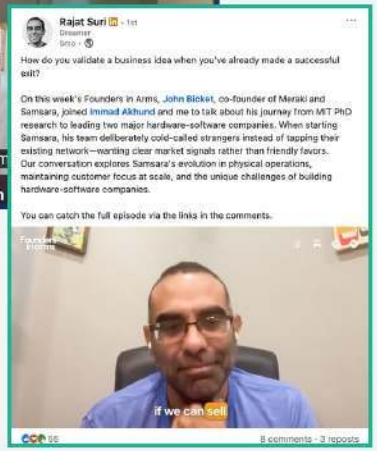
View Post



View Spotify



View Youtube



View Post

The Impact

1+ Years with Arcbound

Their activated brands have generated remarkable results:

Explosive LinkedIn following growth exceeding

60%

since partnering with **Arcbound**

Consistent quarter-over-quarter engagement increases that surpass industry benchmarks by more than

15%

Enhanced reputation as trusted sources for balanced insights on Silicon Valley culture and startup challenges

Platforms covered:



LinkedIn
Immad, Raj, Founders in Arms



X (Twitter)
Immad, Founders in Arms



Instagram
Founders in Arms



Youtube
Founders in Arms



Tiktok
Founders in Arms



Apple Podcast
Founders in Arms

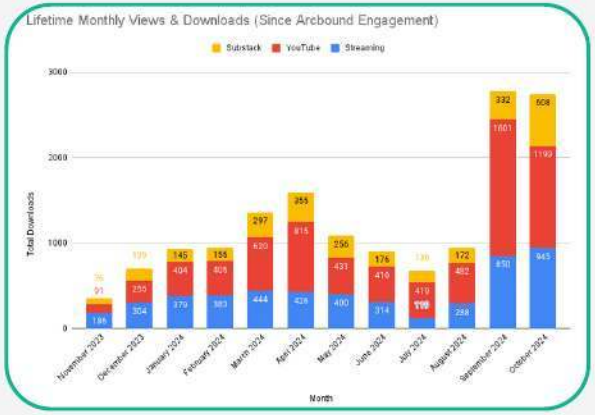


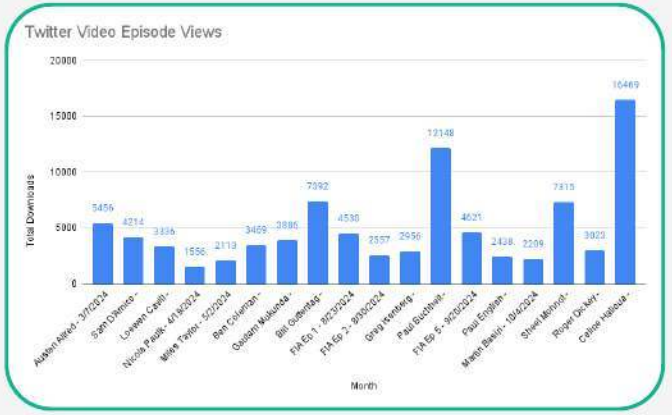
Spotify
Founders in Arms



Substack
Founders in Arms

Podcast Performance Overview





Graph 1

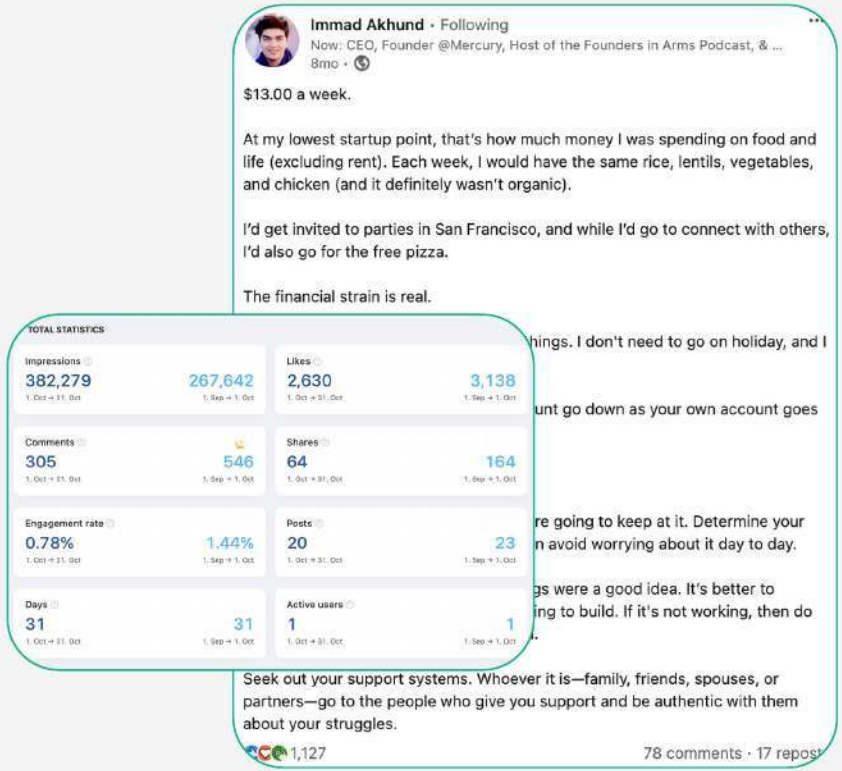
- Full-Episode Views/Downloads (Streaming, YouTube, Substack)
- Data covers November 2023 to October 2024, highlighting overall trends since Arcbound took over management.
- Note: Views and downloads dipped over the summer during a show hiatus.

Graph 2

- Individual Episode Views on X
- 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.

Personal Brand Growth: Immad Akhund

Immad Akhund, founder of Mercury Bank and host of the Founders in Arms podcast, leveraged his content platform to grow both his show and his personal brand. Through consistent, strategic storytelling, he recognized the power of personal visibility—not just to elevate himself, but to spotlight the founders and talent driving Mercury's success. In just over a year, Immad has built a compelling online presence that now reaches over **300,000 impressions monthly, reinforcing his leadership in the fintech space and amplifying the Mercury ecosystem.**



Community Management

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.

Tribe App



Rajat Suri
CEO/Founder

lyft presto



Immad Akhund
CEO/Founder

MERCURY

BOOK GHOSTWRITING



Turn Your Knowledge into a Published Work

A book represents the ultimate expression of your expertise and perspective. Our book ghostwriting service captures your voice and ideas in a compelling narrative that establishes your authority and extends your influence—without the demanding time commitment typically required for authorship.

WHY A BOOK MATTERS FOR YOUR BRAND

Publishing a book offers significant advantages for building your influence:

1. **Ultimate Authority:** Books remain the gold standard for establishing deep expertise
2. **Extended Reach:** Reach audiences beyond your existing network
3. **Tangible Legacy:** A physical artifact of your knowledge and perspective
4. **Business Development:**Open doors to speaking engagements, media appearances, and new opportunities
5. **Intellectual Property:** Transform your knowledge into a valuable asset

Whats Included?

Whether you're distilling years of experience, presenting a new framework, or sharing your unique methodology, a book provides the most comprehensive platform for your ideas.

Book Strategy

Development of your book concept, audience focus, and unique positioning—informed by your brand

Content Planning

Creation of detailed outline and chapter structure

Interview Process

Series of in-depth conversations to capture your knowledge and voice

Writing & Editing

Our team transforms interviews into a compelling manuscript

Revision Process

Collaborative refinement to ensure the final manuscript authentically represents your ideas

Publishing Guidance

Strategic advice on traditional and self-publishing options

Client Journey: Anonymous

A pioneering executive and entrepreneur with nearly three decades of experience has established herself as a transformative leader. Having founded and led multiple companies while serving on numerous boards, she has navigated the complexities of being underrepresented in leadership throughout her career.



Overview

The Challenge

After achieving significant success despite facing systemic barriers, this executive wanted to share their wisdom with other leaders from marginalized backgrounds. They faced three key challenges:

- **Creating powerful, authentic messaging** that balanced vulnerability with executive presence
- Translating their complex personal and professional journey into **a cohesive narrative that would resonate with others facing similar obstacles**
- Expanding their influence beyond their primary industry to reach a broader audience of leaders

The Approach

Arcbound began by working closely with the executive to ghostwrite their forthcoming book, which required:

- **Conducting extensive interviews to uncover their unique perspectives on authentic leadership**
- Developing a structured framework that would guide readers through their own personal and professional growth
- Creating a narrative that balanced **personal vulnerability with actionable business advice**

While the book was being finalized, Arcbound extracted the core messaging to create a powerful keynote presentation that distilled their most impactful ideas into a compelling speech format, focusing on the importance of representation and creating environments where diverse leaders can thrive.

The Impact

Through our collaboration, this executive's personal brand has emerged as a powerful platform for their thought leadership:

- Their forthcoming book has **generated significant anticipation among leaders** looking to advance while maintaining authenticity
- Their **keynote presentation has been viewed over 1 million times**, resonating with audiences far beyond their original industry
- They have established a growing community where leaders can find support, guidance, and connection
- Their message of authentic leadership has **inspired thousands** of professionals to embrace their whole selves and pursue their ambitions without compromise

By distilling years of experience into powerful, accessible messaging, this executive has created momentum that will continue to build with their book's release, further expanding their influence and guiding the next generation of diverse leaders.

NEWSLETTER DEVELOPMENT



Nurture Your Audience with Consistent, Valuable Insights

Newsletters are “owned” platforms for written communication. Unlike social media posts, your content and audience belong to you, giving you complete control over a critical—and highly valuable—asset. Our newsletter development service helps you build and engage an audience through regular, valuable content delivered directly to their inbox.

WHY NEWSLETTERS MATTER FOR YOUR BRAND

Newsletters offer distinct advantages for building your influence:

1. **Direct Communication:** Bypass algorithms and reach your audience directly
2. **Relationship Building:** Regular touchpoints build familiarity and trust over time
3. **Ownership:** You own both the content and the subscriber list (an incredibly valuable asset)
4. **Conversion Potential:** Subscribers are more likely to engage with your offerings
5. **Content Control:** You determine the format, frequency, and focus without platform constraints

Whats Included?

Whether you're nurturing leads, sharing expertise, or building community, a newsletter provides a consistent channel for keeping your audience engaged with your ideas.

Newsletter Strategy

Development of your newsletter concept, audience focus, and content approach

Content Creation

Regular writing and editing of newsletter content

Platform Setup

Technical implementation of newsletter platform and subscription forms

Visual Design

Custom template design aligned with your brand identity

Image Selection

Curated visuals that enhance your written content

Distribution

Management of sending schedule and delivery

Performance Analytics

Regular reporting on key metrics and optimization recommendations

Newsletter Approach

1st PRINCIPLE
“Deplatforming” is essential to not be beholden to the social platforms. You own your newsletter.

2nd PRINCIPLE
One of the jobs of LinkedIn will be supporting and promoting newsletter growth. We need to make signing up compelling (exclusive content/lead magnets).

3rd PRINCIPLE
We’re optimizing for open rate (30% target) and clicks (3%).

Client Journey: Steve Taylor

Steve Taylor is a seasoned entrepreneur and business leader with an impressive track record of building and scaling companies. After leading a significant business unit at Lyft and successfully selling his fitness company, HipTrain, Steve set his sights on the rapidly evolving electric vehicle (EV) charging infrastructure space.



Overview

The Challenge

Steve faced several strategic challenges when pivoting to the EV sector, including:

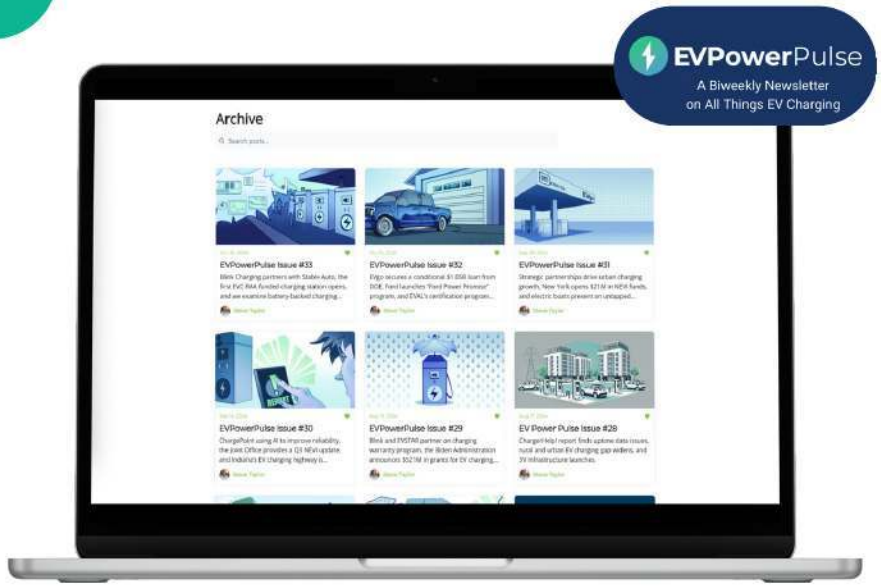
- Establishing himself as a credible voice in a new industry
- Creating a platform to share insights on EV infrastructure, policy, and workforce development
- Building a community of stakeholders across the fragmented EV charging ecosystem
- Developing a cohesive brand identity that would resonate with both technical experts and policy makers

The Approach

Arcbound began by implementing our comprehensive Arc Launch process to develop Steve's brand from the ground up, including the creation of a beautiful website for EV Power Insights to serve as his content hub and establish his digital presence. We also developed a distinctive visual identity conveying expertise and innovation in the EV space, a regular newsletter that delivers valuable, actionable information, and a content strategy focused on three key pillars: EV Industry Updates, Power and Policy, and rotating topical insights.

The Impact

Through our collaboration, Steve transformed from an entrepreneur with no previous experience in the EV sector to a trusted industry voice. His EV Power Insights platform now serves as a vital resource for stakeholders across the ecosystem—from entrepreneurs and business leaders to policymakers and technical experts. He has also become a community organizer in the space, hosting regular events to bring together industry experts.



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

VIDEO CONTENT PRODUCTION



Generate Professional Video Content

Video has the unique power to transform your brand from concept into concrete presence. Our Virtual Studio service turns brief recording sessions into multiple high-quality video clips, allowing you to create high-quality video content for multiple channels without extensive time commitment or technical expertise.

WHY VIDEO MATTERS FOR YOUR BRAND

Publishing a book offers significant advantages for building your influence:

1. **Emotional Connection:** Video humanizes your brand by showcasing your unique value
2. **Enhanced Engagement:** Video typically generates higher engagement than text-only content on many social channels
3. **Versatile Application:** Content can be used across multiple platforms and contexts
4. **Increased Retention:** Visual communication improves audience recall of your message

Whats Included?

Whether you're sharing insights, demonstrating expertise, or building awareness, video provides a powerful medium for connecting with your audience.

Message Development

Strategic preparation of key talking points aligned with your brand

Content Visual Enhancement

Addition of captions, branded elements, and visual polish

Content Optimization

Formatting for effective use across multiple platforms

Recording Guidance

Producer-led recording session to capture authentic, professional content

Professional Editing

Transformation of raw footage into polished, branded videos

Strategic Guidance

Recommendations for effective content distribution

03

Support

Maintain and Grow Your Brand Presence

Brand development never stops. Our support services ensure your personal brand continues to evolve, stay relevant, and create impact over time.

Services Offered



Website Maintenance

Keep your digital presence secure, updated, and optimized



Community Management

Foster meaningful relationships with your audience



Analytics & Optimization

Measure impact and refine your approach

WEBSITE MAINTENANCE



Keep Your Digital Presence Secure, Updated, and Optimized

Your website is a critical brand asset that requires ongoing attention to maintain security, performance, and relevance. Our website maintenance service ensures your site remains fast, functional, and secure, providing a reliable foundation for your brand presence.

WHY WEBSITE MAINTENANCE MATTERS

Ongoing maintenance offers distinct advantages for your digital presence:

1. **Security Protection:** Regular updates defend against vulnerabilities and threats
2. **Performance Optimization:** Technical improvements ensure fast loading and smooth functionality
3. **Search Visibility:** Ongoing optimization supports better search engine rankings
4. **User Experience:** Technical refinements improve visitor satisfaction and engagement
5. **Peace of Mind:** Professional monitoring prevents unexpected downtime or issues

Whats Included?

A well-maintained website not only protects your digital investment but also enhances your brand credibility and effectiveness.

Security Updates

Regular application of security patches and monitoring for threats

Performance Optimization

Ongoing improvements to site speed and functionality

SEO Maintenance

Technical optimization for search visibility

Content Updates

Implementation of minor content changes as needed

Backup Management

Regular site backups and recovery preparation

Analytics Monitoring

Tracking of key performance metrics

Browser Compatibility

Testing and adjustments for cross-browser functionality

Technical Monitoring

Proactive identification and resolution of potential issues

Web Maintenence: Scott White

Scott White is an accomplished executive, entrepreneur, and author with a diverse background spanning real estate, finance, and corporate leadership. As the Co-Founder, Chairman and CEO of Spectra Student Living and former CEO of Invesque (a publicly traded real estate investment company), **Scott led one of the fastest-growing public real estate companies in the United States.** He's also the **#1 best-selling author of The Life Is Too Short Guy: Strategies to Make Every Day the Best Day Ever** and a motivational speaker focusing on positivity, gratefulness, and happiness.



Scott White: Web Design & Maintenance Overview

The Challenge

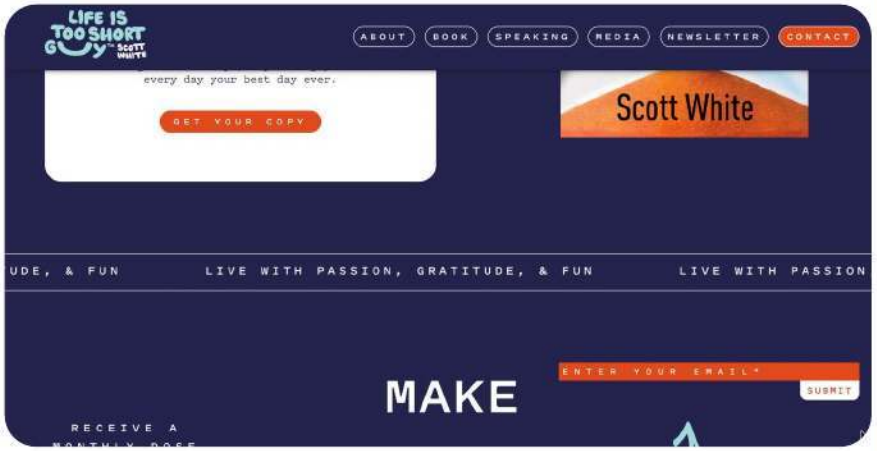
After a successful career as a C-suite executive and following the publication of his book, Scott was transitioning to focus more on motivational speaking and building a brand around his "Life is Too Short Guy" philosophy. **His existing website wasn't representative of his diverse professional background, speaking platform, and personal brand.** Scott needed a way to authentically communicate his message—centered on living with joy, gratitude, and positivity—while maintaining professional credibility from his extensive business career.

The Approach

Arcbound provided Scott with a comprehensive brand development solution that united his corporate background with his speaking and writing endeavors. Through discovery calls, we uncovered Scott's authentic voice—humble, positive, high-energy, and fun yet professional. We developed a cohesive brand strategy that positioned Scott as "The Life is Too Short Guy" while honoring his credibility as a successful business leader. The approach included **a complete website redesign with professional visual elements, consistent messaging, and a structure that showcased both his corporate achievements and his mission to spread positivity.**

Our Impact

Through our partnership, Scott's personal brand evolved from disconnected elements into **a cohesive identity that authentically represented his mission and personality**. We created a professional website that reflected his energetic, positive approach while maintaining the gravitas of his business background. The visual identity incorporated bright, professional elements that communicated joy and positivity without appearing goofy or unprofessional. Most importantly, **we helped Scott articulate his unique value proposition—authentic positivity rooted in real-life experience, not academic theory or a manufactured persona.**



View Site

Website Creation & Brand Showcase

Scott's revitalized brand has enabled him to successfully transition from primarily corporate leadership to meaningful impact as a speaker and author. **His message now reaches audiences through multiple consistent channels—his website, speaking engagements, presentation decks, newsletter, and social media—all conveying the same authentic voice and value.** The congruence across all brand touchpoints has strengthened Scott's credibility and expanded his reach. Scott has also become one of Arcbound's biggest supporters and advocates, demonstrating the success of the partnership and the value he found in the brand development process.

COMMUNITY MANAGEMENT



Sustain Community That Drives Connection and Opportunity

Your community is a powerful extension of your brand—one that fosters loyalty, amplifies reach, and builds meaningful relationships. Arcbound helps founders cultivate and manage vibrant communities, both through our own network of leaders and through dedicated support for client-led spaces. From content moderation and audience engagement to community strategy and execution, we ensure your community stays active, aligned, and valuable—strengthening your personal brand and opening doors for connection, collaboration, and growth.



Join a Community of People Just Like You



Our Community



Brandon Green
CEO/Founder



Rajat Suri
CEO/Founder
lyft presto



Nick Doyle
CEO/Founder



Ian Tien
CEO/Founder



Agnes Budzyn
COO/Investor



Nir Eyal
Author, Hooked
& Indistractable



Mike Lloyd
CEO/Founder



Tim Springer
CEO/Founder





Our Community



Charlene Li
Author, Digital Disruption Consultant



Scott White
Founder



Julie Rosenberg
Author, Tiger 21 Member



Bill Mitchell
Founder & Lawyer



Nawal Roy
CEO/Founder



Sean Magennis
Former Global President YPO, Member Development Tiger 21



Immad Akhund
CEO/Founder

More than a Service Provider . . . a true Brand Experience







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

Community Spotlight: Charlene Li

Charlene Li is a world-recognized expert on digital disruption and leadership. As the founder and former CEO of Altimeter Group, bestselling author of multiple books on disruption, and sought-after board member and speaker, Charlene has built her career helping organizations navigate transformational change.



Charlene Li: Arcbound Overview

The Challenge

After years of building her reputation at larger firms, Charlene was ready to go fully independent with her thought leadership, speaking engagements, and board work. She faced three key challenges:

- Creating a cohesive container for her diverse body of work spanning books, research, speaking, and advisory services
- Developing a distinctive visual identity that would stand out while authentically representing her approach to disruption
- Simplifying her operational workflow by consolidating multiple content production vendors who were handling different aspects of her brand (design, content, video) without coordination

The Approach

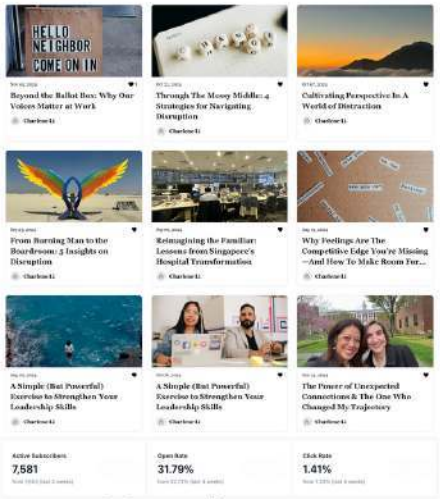
Arcbound provided Charlene with a comprehensive solution that began with a brand strategy that articulated her unique perspective on disruption and leadership, a visual identity system that reflected her forward-thinking yet accessible approach, and a digital home for her consolidated body of work.

Once her brand was defined, we took over production of all her content—both short and long-form—from multiple vendors and maintained consistent brand messaging across all platforms and touchpoints.

The Impact

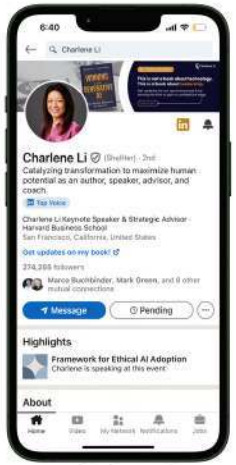
Through our collaboration, Charlene's personal brand emerged as a powerful, unified platform for her thought leadership. Rather than managing multiple disconnected vendors and inconsistent brand elements, she now has

- A clear, ownable message that distinguishes her in the crowded disruption and leadership space
- A streamlined content production process with one trusted partner
- A cohesive visual identity that creates immediate recognition
- A centralized digital home that showcases the full breadth and depth of her expertise



Newsletter

7,500 Subscribers

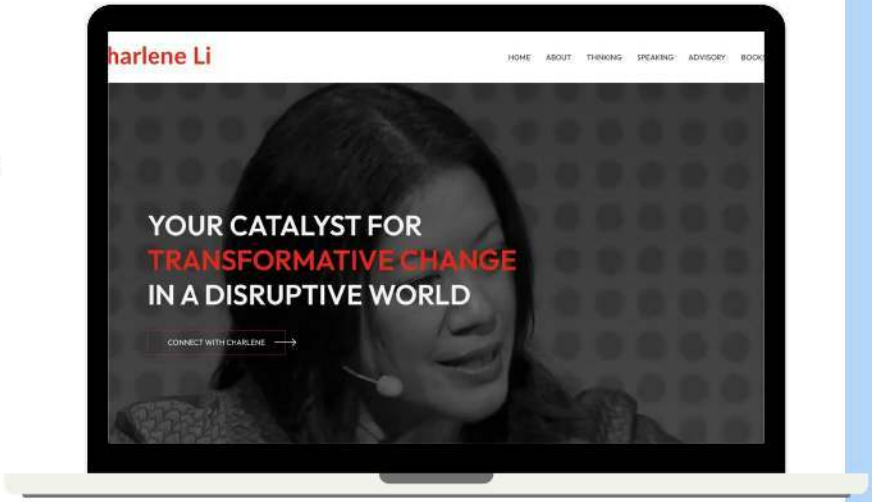


LinkedIn

275,000 Followers

Website Creation & Brand Showcase

Charlene's consolidated brand has amplified her impact as an independent thought leader. Her streamlined approach to content creation has allowed her to focus on delivering value through her speaking, writing, and advisory work, rather than managing the complexity of multiple vendors and inconsistent messaging.



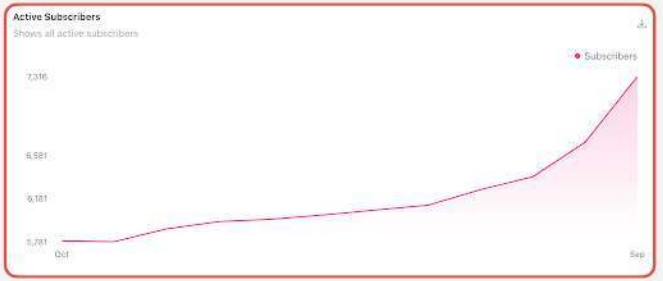
Click to View

Social Growth

Charlene’s Growth Over 18 Months:

- Newsletter: **+9,000 subscribers** across Beehiiv and Linkedin
- 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.







Newsletter Learnings - Key Analytics

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

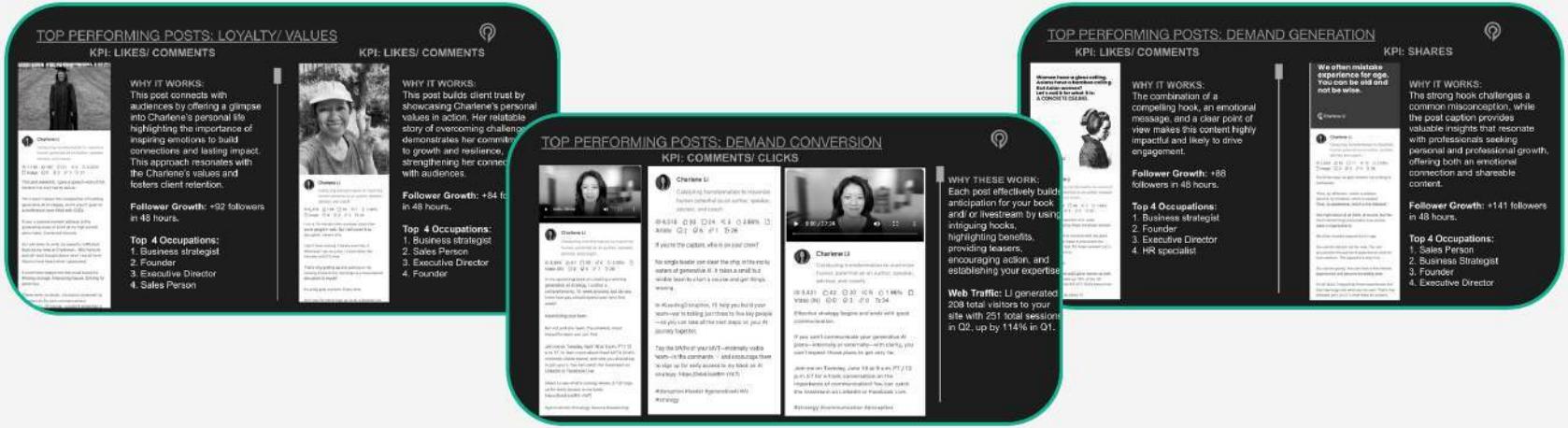
Company Size:
- 10,001+ employees 16.9%,
- 1,001-5,000 employees 10%,
- 11-50 employees 9.8%,
- 1-10 employees 9.2%

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%

Content Breakdown / Analyzing

For Charlene Li, Arcbound uses performance insights to refine strategy in real time. By analyzing which posts drive loyalty, discovery, and conversions, we identify key patterns—like emotional hooks paired with professional insight—that consistently perform. This allows us to adapt her content mix, strengthen audience trust, and optimize each post for its purpose. Our ongoing analysis ensures her content remains both authentic and strategically effective.



04

Enterprise

Transform your organization's talent into influential industry voices. Our proven methodology—refined through work with elite CEOs, founders, executives, and consultants—builds powerful personal brands for your key team members. Currently piloting with multiple companies and scalable to organizations with 100+ employees, our Enterprise Brand Acceleration program increases employee retention, enhances revenue opportunities, and elevates company visibility.

Enterprise Coverage

What We Offer:



Brand Creation



Linkedin



Website



Instagram



Newsletter



Video Content



Podcast



Ghostwriting

How Your Business Can Benefit

Navigating with Strong Personal Messaging

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

Service Arcs: In Review

Through our proprietary methodology, we uncover where these elements converge to create your ownable message—one that resonates authentically and positions you strategically in your field.

01 Define
Uncover What Makes You Uniquely Valuable.

02 Activate
Transform Your Message Into Meaningful Connections

03 Support
Maintain and Grow Your Brand Presence

Key Arcbound Brand Assets

Brand is in everything that touches or concerns your audience.

Arcbound delivers key brand assets, then activates your brand with content.

Brand Assets

- Vision
- Mission
- Ownable Message
- Brand Characteristics
- Visual Identity & Design
- Content Themes
- Voice & Tone

Activate The Brand With Stories

- Social
- Long Form
- Newsletter
- Podcast
- Video
- Website

. . . So That You Are

Equipped with the tools needed to demonstrate and convert your expertise into thought leadership and career opportunities.

Together, we'll strategically position your brand to build trust, unlock opportunities, and drive meaningful results—empowering you to achieve lasting impact with every step.

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.





Positioning for 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.

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.

Our Leaders



Bryan Wish CEO/Founder

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.