Mashman Publishing Media Kit.

Mashman Publishing is the publishing imprint of Mashman Consulting Group. By combining expertise in personal branding and reputation architecture with modern day mass distribution, it publishes books that have traditional credibility without all of the fine print.

2025	376	4	#1
SECOND EDITION MARCH 7	PAGES IN THE SECOND EDITION	FORMATS: PRINT, DIGITAL, AUDIO	NEW RELEASE IN PUBLIC RELATIONS

THE IMPRINT

Traditional Credibility. Without the Fine Print.

Its flagship title is Isaac Mashman's *Personal Branding: A Manifesto on Fame and Influence*, now in its second edition. The imprint publishes house titles, titles from collaborators embedded in MCG's work, and select titles for MCG clients by invitation. It takes a 360 approach to every title: paperback, hardcover, ebook, and audiobook, planned together as one suite, with a seamless launch as the aim. It does not accept unsolicited manuscripts.

THE CATALOG



HOUSE AUTHORSHIP · SECOND EDITION

Personal Branding: A Manifesto on Fame and Influence

By Isaac Mashman

Published March 7, 2025



CLIENT IMPRINT · FIRST EDITION

Raw Cutlery: Perform at the Best Version of You

By Isaac J. Hall

Forthcoming · Release date not yet announced

DISTRIBUTION

Every Format. One Release.

Mashman Publishing takes a 360 approach to every title: paperback, hardcover, ebook, and audiobook, planned together from the start and produced as one suite. The imprint aims for a seamless launch, with any format that follows released as closely as possible or timed to the title's wider strategy.

AMAZON · TARGET · WALMART · BARNES & NOBLE · BOOKS-A-MILLION · KOBO · EVERAND

RECENT RELEASES

Mashman Publishing Sets Out Author Rights and How It Works with Clients
November 16, 2026

Mashman Consulting Group Introduces MCG Certified Partners, a Seal Held to Its Code of Ethics October 30, 2026

Every release: mashmanpublishing.com/news

FAST FACTS

STRUCTURE	An imprint (a DBA) of Mashman Consulting Group, not a separate company
FOUNDER	Isaac Mashman
BASED	Little Rock, Arkansas
SUBMISSIONS	Not accepted. There is no open call; client titles come through an MCG consultant

THE FOUNDER

FOUNDER & CEO, MASHMAN CONSULTING GROUP · AUTHOR

Isaac Mashman is the founder of Mashman Consulting Group, a personal branding consultancy, and the author of *Personal Branding: A Manifesto on Fame and Influence*, now in its second edition and a #1 New Release in Public Relations on Amazon. Born in Jacksonville, Florida, and based in Little Rock, Arkansas, he also owns Mashman Properties and Mashman Investments.

APPROVED CLAIMS

- #1 New Release in Public Relations on Amazon
  The Second Edition in paperback, and the First Edition.
- #3 New Release in Public Relations on Amazon
  The Second Edition in hardcover. A New Releases position, not a best-seller peak.
- Top 10 Amazon Best Seller in Public Relations
  Both editions.

PRESS AND RIGHTS

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THE FULL MEDIA KIT

mashmanpublishing.com/media-kit

THE IMPRINT ONLINE

mashmanpublishing.com