



THE PERSONAL BRAND AGENCY

Unleash Your Personal Brand!

WHO WE ARE

- Founded in 2006
- Hispanic + Female Owned
- Headquartered in Naperville, IL
- Serving clients virtually around the world
- Sister Publishing House
- 250+ Clients Served
- 25+ Personal Brands Developed

At JJR Marketing, we specialize in building intentional, impactful personal brands. Whether you're a business owner, executive, nonprofit leader, or passionate professional, your personal brand is your most powerful asset.



WE HELP YOU **CLARIFY IT,** **DESIGN IT, AND ACTIVATE IT.**

Our proprietary process:

DOCUMENT

The journey of impact, accolades, achievements, media placements, awards, recognitions, projects, volunteer work, etc., all in one place.

ENCAPSULATE

Identify key audiences, messages and vehicles to reach them strategically.

PACKAGE

Products in various categories to elevate the brand's equity, develop new opportunities and create a legacy.

WHAT'S INCLUDED IN A **PERSONAL BRAND?**

1. PERSONAL BRAND PLAYBOOK

Developed by our team to outline your:

- Mission & Vision
- Target Audience
- Positioning Statement
- Goals
- Core Services

2. CUSTOM LOGO & BRAND STANDARDS GUIDE

- Multiple logo concepts based on your style and personality
- Finalized logo files
- Brand guide with fonts, color codes, usage guidelines

3. FULL WEBSITE & CONTENT PACKAGE

- Custom-branded website to house new content and materials
- Content development with our writers
- A hub where your brand lives
- Pages for how to work with you, learn more, and view your work

4. STATIONERY SUITE

- Business Cards
- Letterhead
- Envelopes
- Notepads

WHAT'S INCLUDED IN A **PERSONAL BRAND?**

5. SPEAKER KIT

- Professional bio
- List of speaking topics (We can help you develop these)
- “As Seen On” logos/ media mentions
- Contact info for bookings
- Beautifully designed to align with your new brand

6. SOCIAL MEDIA POSTABLES

- 20 custom-designed images to introduce and promote your brand online

7. WANT EVEN MORE VISIBILITY? ADD ACTIVATION!

- Award nominations and recognitions
- Media placements and interviews
- Conference speaking opportunities
- Podcast guest spots and more

OUR WORK



“JJR, you are all amazing and created real magic with my personal branding!”

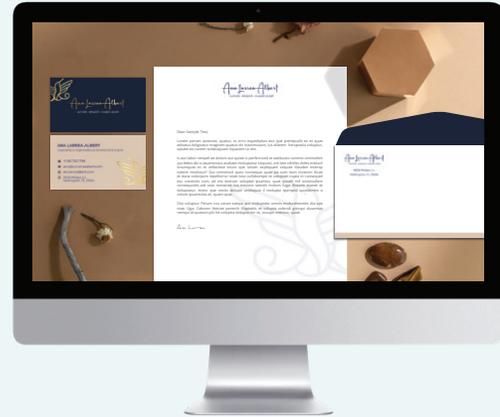
-Tatiana Quaife, *Former Disney Executive*



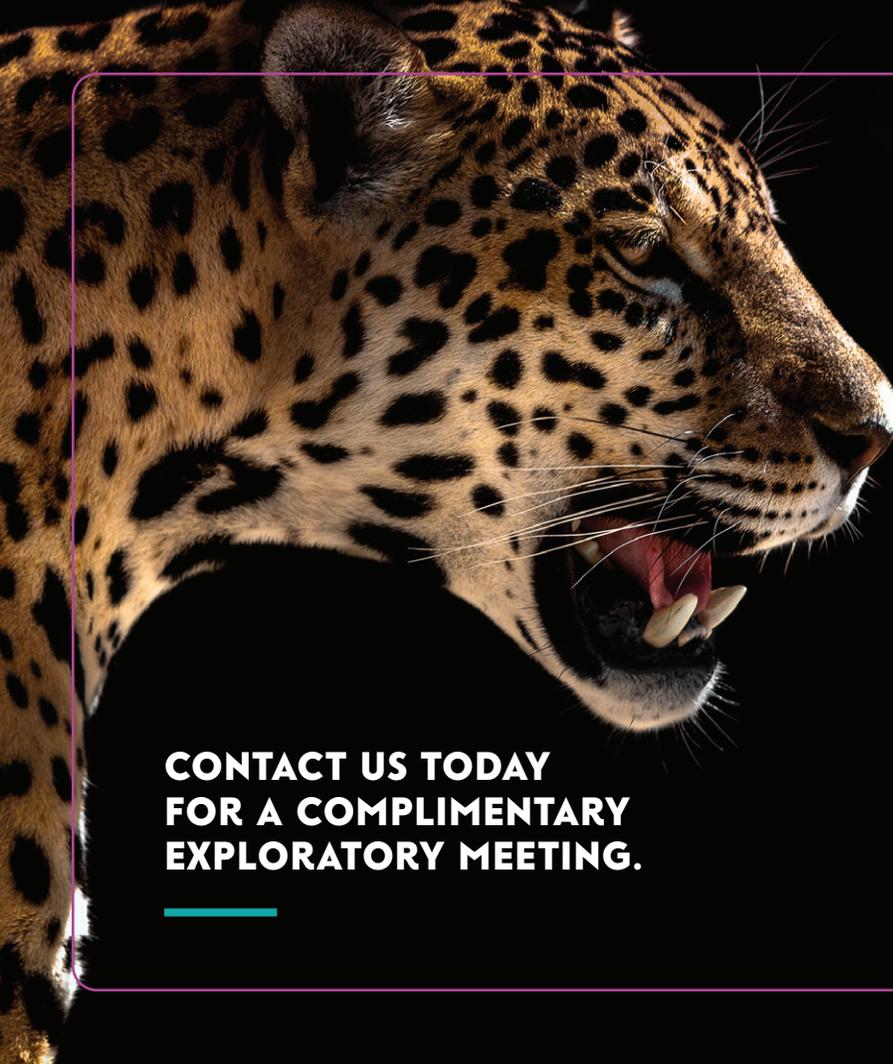
“I am very appreciative of having you in this aspect of my life. You’re truly amazing. I have never had a person who actually cared and is the best at what they do..”

-Tsi-tsi-ki Felix, *Former News Anchor*

OUR WORK



SEE MORE OUR PERSONAL BRANDING WORK AT:
JJRMARKETING.COM/OURWORK



**CONTACT US TODAY
FOR A COMPLIMENTARY
EXPLORATORY MEETING.**

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IN ESTABLISHING YOURSELF AS A BRAND THAT PEOPLE TRUST, YOU'LL BE ABLE TO PRICE YOUR GOODS AND SERVICES AT A PREMIUM, ATTRACT MORE MEDIA ATTENTION, BE VIEWED AS AN AUTHORITY IN YOUR INDUSTRY AND CREATE A LONG-LASTING PLATFORM.

—FORBES