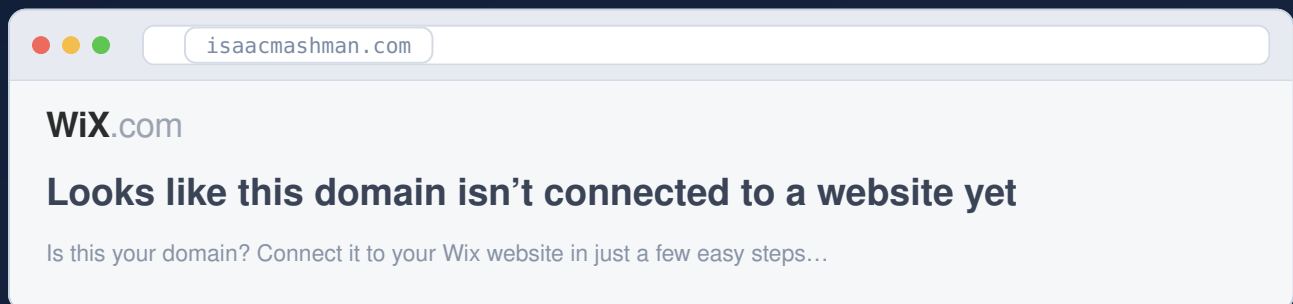


PERSONAL BRAND & ENTITY AUDIT

Isaac Mashman

2× Author · Founder, Mashman Ventures · Host of *Chase the Vision* · Jacksonville, FL

Isaac literally wrote the book on personal branding — two of them — and has earned what most people spend a decade chasing: a Google Knowledge Panel and a **DR-44** backlink profile with the CFA Institute, Thrive Global and national press, all before he turned 25. **And yet his own brand has no home.** Both of his websites are dead Wix error pages, so a domain strong enough to rank for almost anything ranks for **nothing**. This is how we turn earned authority into *owned*, findable authority.



Live capture of **isaacmashman.com** — June 20, 2026. His namesake domain, and his company domain (mashmancg.com), both return this.

37

BRAND SCORE TODAY / 100

87

PROJECTED AT DAY 90

2→1

DEAD DOMAINS → ONE LIVING
HOME

The personal-branding expert whose own brand has no home.

Isaac Mashman is, by any fair reading, ahead of the curve. At 25 he is a **two-time author on personal branding**, the founder of a PR/personal-branding firm (**Mashman Ventures**), the host of the **Chase the Vision** podcast, and — most tellingly — the owner of a **Google Knowledge Panel** and a **Domain Rating of 44**, with earned links from **the CFA Institute, Thrive Global, and national interviews**. Most experts we audit would trade years for what he already has. The substance is real and verifiable.

The core finding in one sentence: Isaac has *earned* elite authority but has nowhere to *land* it — both **isaacmashman.com** and **mashmancg.com** are dead Wix error pages, so a DR-44 domain ranks for **zero** keywords and his entire name-search is rented from third parties. The fix isn't more authority. It's a front door — one living entity home that captures what he already built.

The five gaps between what Isaac earned and what Google shows

Gap	Evidence (live, June 20, 2026)	What it costs
1 · No entity home — both sites are dead	isaacmashman.com and mashmancg.com both return the Wix “this domain isn't connected to a website yet” error. He owns the perfect domain; it serves nothing.	The single most important brand asset is a 404. All authority flows to a dead end.
2 · He rents his entire name SERP	All 9 first-page results for “Isaac Mashman” are third-party platforms (LinkedIn, Instagram, Amazon, Medium, IMDb, Spotify, YouTube, PodMatch, Facebook). His own site appears nowhere .	He controls none of his own search results — platforms can change or vanish overnight.
3 · DR-44 authority, 0 traffic	isaacmashman.com has a Domain Rating of 44 (top ~1% of personal brands) yet ranks for 0 organic keywords with ~0 traffic — because the home is offline.	Genuine CFA-Institute and earned-press equity is being wasted every day it stays down.
4 · A Knowledge Panel with no anchor	He has a Panel (rare!) — but it carries no website link , is unclaimed, and its bio is pulled from Google Books, not a home he controls.	The entity Google built for him is fragile and out of his hands.
5 · A fragmented identity	Mashman Ventures vs. Mashman Consulting Group vs. MCG; @isaacmashman vs. @isaacmashmanofficial ; a bio claiming “25 years of PR experience” at age 25.	For a personal-branding authority, mixed signals quietly undercut the credibility he sells.

The good news is the whole story: Isaac already did the hard part — the books, the press, the Panel, the podcast, the DR-44 profile. Every gap on this page is plumbing, and plumbing is our job. That's why a starting score of **37** projects to **87** in 90 days — and why he already handed us the keys (Wix access) to begin.

Method: **one entity home** → **knowledge panel** → **content factory** → **amplification** — the same system documented for dozens of brands, scored on the published **100-point Personal Brand Score rubric** (blitzmetrics.com/personal-brand-score). This audit uses only public, already-published information.

A 25-year-old who already built real authority

Isaac Mashman is an American businessman, investor, podcast host and public speaker — and, by his own brand line, a devoted “**coffee addict**.” Born in **Jacksonville, Florida in 2000**, he built his career around a single idea: that anyone — and especially public figures — can engineer their reputation deliberately. He turned that into a company, **Mashman Ventures** (also operated as **Mashman Consulting Group**), through which he helps clients “optimize, position, and scale their personal brands.”

He is a **two-time author**. His flagship, ***Personal Branding: A Manifesto on Fame & Influence*** (first edition 2021; a second edition followed), is the spine of his thought leadership and feeds the bio Google itself uses for him. He hosts the ***Chase the Vision*** podcast, distributed across Apple, Spotify and iHeart, and is an active guest on other shows — the kind of earned-media engine most consultants never build.

Crucially for this audit, Isaac is not a beginner who needs to earn credibility. **He has already earned it.** The problem this document addresses is narrow and fixable: the authority he’s accumulated has no owned home to accumulate *onto*.

Two words for Isaac’s brand? Earned authority. Books, press, a podcast, a Knowledge Panel, a DR-44 profile — at 25. The raw materials for a dominant personal brand are already in hand. They just need a structure to live in.

Why this matters to the audit: Google rewards entities it can corroborate. Isaac’s story — two published books, national press, a distributed podcast, an existing Knowledge Panel — is exactly the corroboration a strong personal brand is built from. The corroboration already exists. It has simply never been anchored to a home Google (or a prospective client) can land on.

44

DOMAIN RATING (ISAACMASHMAN.COM)

2×

PUBLISHED AUTHOR

~25K

COMBINED FOLLOWERS

25

YEARS OLD

The profile, in one line: Isaac Mashman · Founder, Mashman Ventures · 2× author of *Personal Branding* · host of *Chase the Vision* · PR & personal-brand strategist for public figures · Jacksonville, FL.

Verified from the Google Knowledge Panel, Amazon & Google Books, LinkedIn/Instagram/YouTube/Facebook, Spotify, and Ahrefs — June 20, 2026.

The authority is real — and independently verifiable

Who's already linking to Isaac

Referring domain	DR	Signal
forbes.com	94	earned feature (Mar 2026)
time.com	92	earned mention
cfainstitute.org	83	institutional citation
crunchbase / clutch.co	91	founder & agency profiles
anchor.fm / podchaser / iHeart	85–91	podcast distribution (300+ links)
thriveglobal / yourstory / boldjourney	84–85	earned interviews

A genuinely earned profile — press, founder directories and a heavy podcast footprint — not the link-spam we often find. A handful of low-quality referrers exist but are a small minority.

The owned IP & media

Asset
Two books on personal branding — <i>Personal Branding: A Manifesto on Fame & Influence</i> (1st & 2nd editions).
Chase the Vision podcast — distributed on Apple, Spotify, iHeart and 10+ networks.
A Google Knowledge Panel — the entity Google already recognizes (most experts have none).
~25K followers across LinkedIn (16.3K), Facebook (5.8K), Instagram (2.2K), YouTube and TikTok.

This is a verify-before-vouch win: the accomplishments are real, named, and corroborated by third parties Isaac doesn't control (the CFA Institute, Thrive Global, Google Books). The audit's job isn't to inflate any of it — it's to make it *land somewhere he owns*.

The lesson, stated early: Isaac is past the hardest gate in any expert's career — he has earned recognition. That changes the job entirely. It is no longer “build authority,” it is “**make sure the authority he already has is owned, findable, and working for him**” — instead of pooling at a dead Wix page.

Referring domains and Domain Rating via Ahrefs Site Explorer; books via Amazon/Google Books; podcast via Spotify/Apple; follower counts via public profiles — captured June 20, 2026.

THE SCORE

Brand scorecard: 37/100

37 → 87

Scored on the same published 100-point Personal Brand Score rubric used for every audit in this series. At 37, Isaac is held down almost entirely by one thing — a dead entity home — while scoring real points where most start at zero: he already has a Knowledge Panel and DR-44 authority. That is the most fixable shape a low score can take.

Component	Weight	Today	Day 90	Why
Entity home (one owned name-domain that loads, states facts & ranks)	20	2	18	Owns the perfect domain — but it's a dead Wix error page, as is mashmancg.com.
Knowledge Panel (consolidated entity, claimed)	15	8	13	A Panel exists (rare) but is unclaimed, has no website link, and is Google-Books-sourced.
Search presence (name-SERP control)	15	5	13	0 organic keywords on his own domain; all 9 name results are third-party.
Content engine (owned, repurposable content)	15	7	13	Two books + a podcast + Medium — never anchored to an owned, indexed home.
Audience (followers, reach, momentum)	15	8	12	~25K combined (LinkedIn 16.3K) — real, but modest and split across handles.
Schema / structured data	10	0	9	No live site means no Person/Organization/Book/Podcast markup at all.
Social integration (consistent, linked handles)	10	7	9	Active and on-brand (“coffee” motif), but handles and company names are fragmented.
TOTAL	100	37	87	90-day plan, page 16.

Read the table as a to-do list, not a report card. One move — a living entity home with schema — lifts Entity home, Search, Schema and Content together. He keeps the points he’s already earned (Panel, audience) and converts the rest. The expert is built; the plumbing is the project.

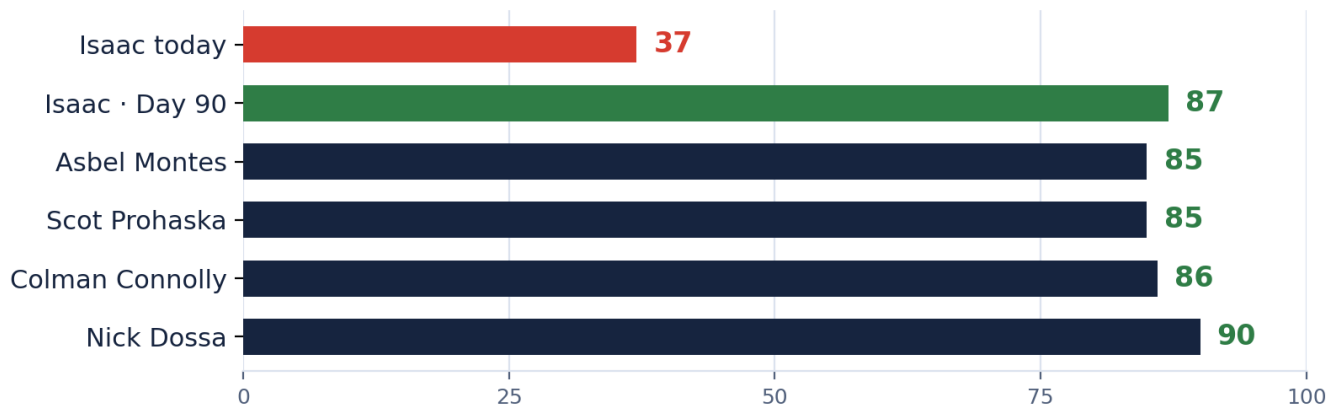
Component weights and definitions per the published Personal Brand Score (blitzmetrics.com/personal-brand-score). Scoring reflects public signals and Ahrefs data captured June 20, 2026; the projection assumes the 90-day plan in this audit is executed.

Real authority — with a brand that isn't built yet

Isaac's earned signals already rival fully-built brands in this series. What's missing is the owned, structured layer those brands have — a living entity home, a claimed Knowledge Panel, schema, and a content engine. The chart shows the gap between earned authority and *legible* authority.

Earned ≠ legible: the gap is plumbing, not accomplishment

Personal Brand Score (0–100) — Isaac vs. fully-built brands in this series



The earned side (real): two books · CFA-Institute & earned-press links · DR 44 · an existing Knowledge Panel · a distributed podcast · ~25K followers — at 25.

The built side (missing): a live entity home (today both domains are dead), Person/Organization/Book schema, a *claimed* Knowledge Panel with a website link, and an owned content engine.

Read the chart as the opportunity: the distance from 37 to 87 isn't about Isaac's accomplishments — it's about the plumbing. The peers in navy did the same build on top of less earned authority than he already has. His is a 90-day project, not a multi-year climb. (Peer scores are from prior audits in this series.)

He already wrote the content engine

Most experts have to invent their first 20 pieces of content. Isaac doesn't — he has **two published books** and a **podcast back-catalog** on exactly the topic he sells. That is the richest possible raw material for a content factory: it is searchable, ownable, quotable, and uniquely his. Right now it lives on Amazon and Spotify — platforms he rents. Published onto a home he owns, it becomes the engine that feeds the Knowledge Panel.

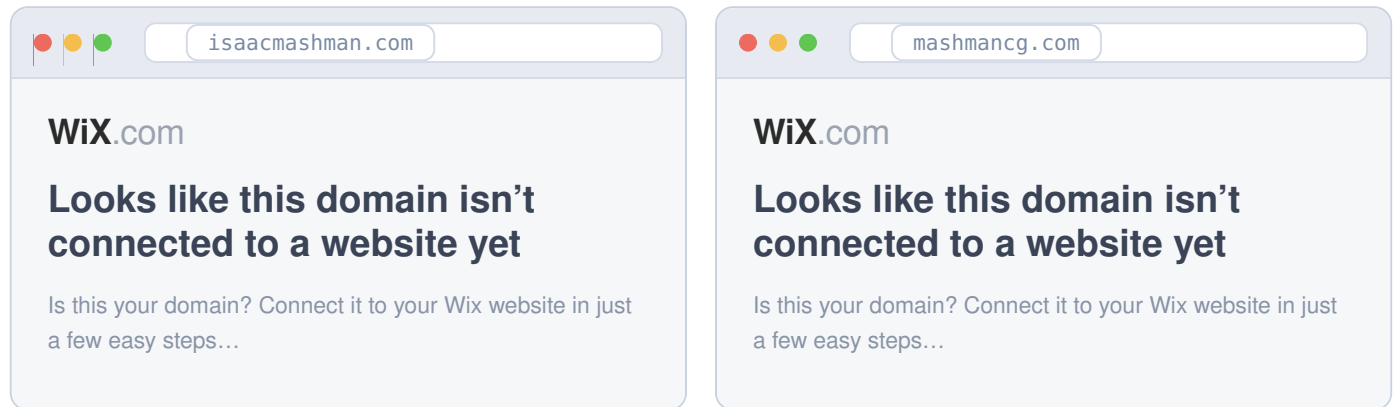
- 1 **The Manifesto, as a pillar.** *Personal Branding: A Manifesto on Fame & Influence* becomes a flagship pillar page plus a chapter-by-chapter article series — each one an indexable, ownable asset.
- 2 **The podcast, repurposed.** Every *Chase the Vision* episode becomes a show-notes page with transcript, schema (*PodcastEpisode*), and short clips — turning rented audio into owned, searchable pages.
- 3 **The method, named.** Isaac's framework for “optimize, position, scale” deserves a named, owned explainer — the phrase clients should find when they search the problem he solves.
- 4 **The proof, captured.** CFA Institute, Thrive Global & press mentions become a linked, schema-marked press wall on his home — corroboration Google can read, not logos on a slide.

Why this is gold for the brand: a published author with a podcast has a publishing roadmap that writes itself — a pillar page, a dozen chapter essays, an episode library, quote cards, and short video. Every one is searchable, ownable, and uniquely Isaac. This is the content factory's first 30 assets, already created — they just need an owned address.

The strategic read: Isaac sells personal branding. The most persuasive proof he can offer a prospect is *his own* — a flawless, authoritative entity that ranks for his name and showcases his thinking. The content to build it already exists. It is simply pointed at Amazon and Spotify instead of at **isaacmashman.com**.

Both entity homes are dead Wix pages

An entity home is the one owned address where a person states who they are, and onto which Google consolidates every other signal. Isaac has the perfect domain for it — his exact name — but on June 20, 2026 **both** of his domains return the same Wix placeholder error. There is no home for his authority to land on.



HIS PERSONAL ENTITY HOME — OFFLINE

HIS COMPANY HOME — OFFLINE

Why a dead home is worse than a weak one:

- **The authority has nowhere to compound.** A DR-44 domain should be a magnet for rankings. Disconnected, it's a magnet pointed at nothing — Google has crawled an error and dropped the site from results.
- **Every referral leaks.** When the CFA Institute, a podcast host, or a prospect clicks through to his site, they hit a Wix error — the worst possible first impression for someone who sells personal branding.
- **The Knowledge Panel loses its anchor.** With no live site, Google has no “official website” to attach to the Panel (which is exactly what we see — the website link is gone).

The fix — and he's already enabled it: Isaac has given us access to his Wix site. The immediate move is to stand up one canonical, living entity home at **isaacmashman.com** (we recommend migrating to the WordPress framework he asked us about, with Wix reconnected as a stopgap) — facts, schema, books, podcast and press in one place — and point mashmancg.com to it. Page 17 details exactly what we do with that access.

He rents his entire name SERP

Because his own site is offline, every result on the first page of Google for “Isaac Mashman” is a platform he doesn’t own. He shows up everywhere — and controls nothing. If any of these platforms changes an algorithm, a layout, or a policy, his search presence shifts with it.

1	LinkedIn	“Addicted to coffee. I help public figures...”	16.3K followers
2	Instagram	@isaacmashman · “2× Author, Executive, Investor”	2.2K followers
3	Amazon	Author page · “founder of Mashman Consulting Group”	books
4	Medium	“Read writing from Isaac Mashman”	10 followers
5	IMDb	“CEO of Mashman Consulting Group (MCG)”	profile
6	Spotify	<i>Chase the Vision with Isaac Mashman</i>	podcast
7	YouTube	“businessman, author, investor, speaker”	430 followers
8	PodMatch	Guest booking profile	profile
9	Facebook	@isaacmashmanofficial	5.8K followers

The number that matters: zero. Of the nine first-page results for his own name, **he owns none of them.** A personal brand that can’t place its own website on page one for its own name has no foundation under all that earned reach.

The fix is the same single move. A living, schema-marked entity home will rank #1 for “Isaac Mashman” (a person’s own site almost always wins their exact name once it exists and is structured) — converting nine rented results into one owned result plus eight supporting ones, all pointing back to him.

Captured from a clean Google search for “Isaac Mashman,” June 20, 2026. Follower counts as shown on each platform’s SERP snippet.

DR-44 authority, pouring into a dead end

44Domain Rating ·
isaacmashman.com**0**

organic keywords

~0

monthly organic visits

300+

referring domains earned

Ahrefs Site Explorer, June 20, 2026.

This is the most striking number in the audit. A **Domain Rating of 44** puts isaacmashman.com in the top ~1% of personal brands we audit — built on real links from the CFA Institute, Thrive Global, Crunchbase, Product Hunt and a deep podcast footprint. A domain this strong should rank for hundreds of terms. Instead it ranks for **zero**, because there is no page there to rank. The authority is real; the bucket has a hole in it.

- **He doesn't capture his own name.** With no live page, even "Isaac Mashman" is won by third-party platforms rather than by him.
- **The book and podcast rank nowhere for him.** Searches for his ideas surface Amazon and Spotify — not a home that converts that interest into a client relationship.
- **Press isn't captured.** The earned-press equity flows to a dead domain instead of compounding into rankings and a Knowledge Panel.

The fix is the cheapest, highest-leverage work in the plan. The authority is already earned — we're not building links, we're building a page for the links to point at. The moment a structured home is live, that DR-44 profile starts doing the job it was always capable of: ranking Isaac for his name, his books, and his expertise.

A Knowledge Panel with no anchor

Here is the rare good-news problem. Most experts we audit have **no** Knowledge Panel; Isaac **does**. Search his name and Google shows an entity card — “Isaac Mashman / Business professional,” born 2000 in Jacksonville, FL, with his books and social profiles. He’s already in the Knowledge Graph. But the Panel is built on sand.

What the Panel has	The problem
A bio (“American businessman, investor, podcast host...”)	It’s pulled from Google Books , not a home Isaac controls — so he can’t shape or update it.
Linked profiles (LinkedIn, Instagram, YouTube, X)	Good — but they point to rented platforms, with no official website among them.
No “Website” link	Google dropped it when isaacmashman.com went dead. The Panel literally has nowhere to send people.
Unclaimed	The entity appears unverified — Isaac has not claimed it, so he has no formal control over it.

A Panel without an owned anchor is fragile. Its facts come from sources Isaac doesn’t own, it can’t link to a site that doesn’t exist, and as the dead domain ages, the strongest corroborating signal (his own home) keeps getting weaker. The asset he’s luckiest to have is the one most exposed.

This is very buildable — and high-leverage. Stand up the entity home with full *Person* schema and a clean *sameAs* map, restore the official-website link, then **claim the Knowledge Panel**. Isaac goes from “an entity Google assembled about him” to “an entity he owns and controls” — exactly the outcome he sells to his own clients.

Verify before you vouch: Knowledge Panels vary by location and personalization. Reported from a clean, non-personalized search on June 20, 2026.

The inconsistencies a personal-brand expert would flag for a client

Isaac’s identity reads slightly differently across his own properties. None of these is a serious error — they’re exactly the kind of small fragmentation an agent fixes in an afternoon. But because Isaac sells personal branding, a tidy, consistent identity is also a sales asset. The canonical home becomes the **single source of truth** everything else syncs to.

Data point	What’s out there now	Cleanup
Company name	“Mashman Ventures” vs. “Mashman Consulting Group” vs. “MCG” vs. @mashmancg	Pick one canonical name; use it everywhere, with the others as aliases.
Handles	@isaacmashman (IG/TikTok) vs. @isaacmashmanofficial (Facebook)	Standardize where possible; link all via <i>sameAs</i> .
Bio claim	A Facebook bio cites “over 25 years of experience in public relations” — at age 25.	Replace templated copy with a true, sharp positioning line.
Official site	Profiles point to isaacmashman.com / mashmancg.com — both dead.	Restore the live home, then update every profile link.

Why this is pure upside: none of it requires a new achievement — only consistency. A single source of truth plus a *sameAs* map turns scattered profiles into one confident entity that Google, prospects and AI assistants can trust. For most clients this is housekeeping; for a personal-branding authority, it’s also a demo of the craft.

Said kindly: the “25 years of PR” line is almost certainly templated boilerplate, not a claim Isaac wrote — which is precisely why a source-of-truth home matters. Fix it once, and it’s right everywhere.

Google can't read what isn't there

A Knowledge Panel is assembled from **structured data** — machine-readable statements about who someone is. With no live site, Isaac publishes **none**. The books, the company, the podcast, the press — to Google's crawler they're currently just a Wix error page. The moment a home exists, the following markup hands Google verified facts it's missing today.

Schema to declare	What it tells Google	Present?
Person (Isaac Mashman)	Name, job title, employer, birthplace, <i>sameAs</i> (socials), author-of, <i>knowsAbout</i> (personal branding, PR).	No
Organization (Mashman Ventures)	Founder, founding date, official site, the canonical company name.	No
Book ×2	Marks <i>Personal Branding: A Manifesto</i> (both editions) as authored works tied to Isaac.	No
PodcastSeries / PodcastEpisode	Makes <i>Chase the Vision</i> and its episodes eligible for rich results.	No
sameAs graph	Links Isaac ↔ his LinkedIn, IG, YouTube, X, Amazon & the company — one identity.	No

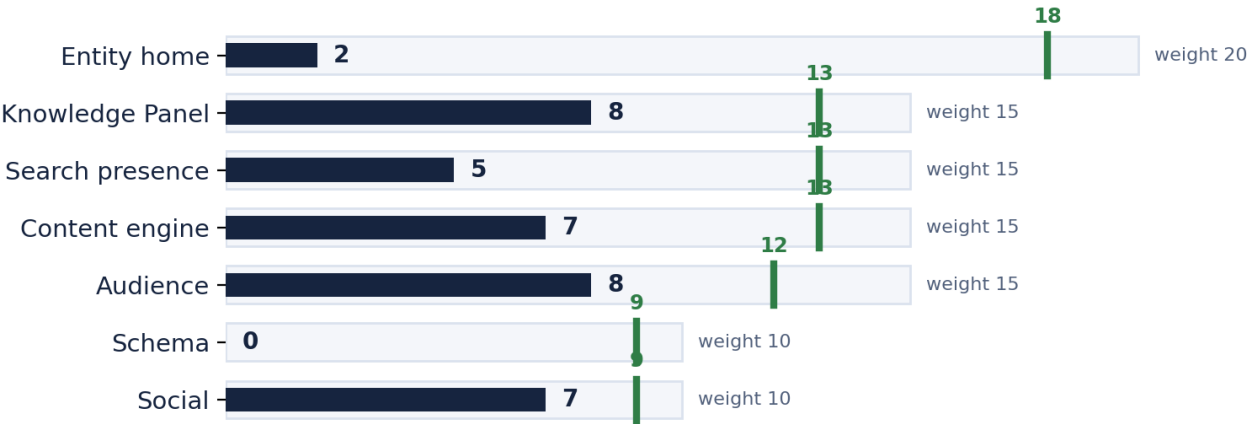
The fix is fast and one-time: a complete *Person* + *Organization* + *Book* JSON-LD block on the canonical home, with a clean *sameAs* map and his books and podcast declared. This is the single most direct lever on his Knowledge Panel — it hands Google the verified facts it currently has to guess at from Google Books.

Why it's high-leverage: schema is the difference between “a website about Isaac” and “a verified entity Google can feature.” It costs nothing to serve, never goes stale if maintained, and is exactly the structural work our agents handle end-to-end.

What’s already right (don’t touch — amplify)

Component scorecard: today → Day 90, against each weight

Navy bar = today | green line = Day-90 target | grey track = max points



Isaac is far ahead of most experts we audit. The score is held down by one fixable thing; meanwhile the raw materials for a dominant brand are already in hand:

Asset	Why it’s an advantage
An existing Knowledge Panel	The hardest entity milestone — already achieved. Most experts spend a year trying to earn one; Isaac just needs to anchor and claim his.
DR 44 & 300+ referring domains	the CFA Institute, Thrive Global, Crunchbase and a deep podcast footprint — genuine, earned authority waiting for a home.
Two published books	An owned, ready-made content library and the spine of the bio Google already uses.
A distributed podcast	Chase the Vision on Apple/Spotify/iHeart — recurring content and audience momentum.
A consistent brand motif	“Coffee addict” + “I help public figures scale their personal brands” — a memorable, repeatable identity.
Domain ownership of his exact name	isaacmashman.com is his — the ideal entity-home address. Most start by buying the right domain; Isaac already holds it.

Strategy note: the fastest path to a dominant personal brand is third-party corroboration the person already has — books, national press, a podcast, an existing Panel. Most experts need a year to generate it. Isaac has it now. He just needs it assembled, anchored and claimed — which is why his 90-day projection is 87.

Earned ≠ findable: the lesson in one search

The most useful thing in this audit isn't a flaw — it's a pattern Isaac can act on immediately. He did the hard things right: he wrote the books, earned the press, built the podcast, and accumulated a Knowledge Panel and DR-44 authority before 25. He **earned** recognition. But because that authority was never **encoded** — given one living home, declared in schema, claimed as an entity — it's invisible to the search and AI layer that now decides who gets found and trusted.

What's true	What the record shows today
The expert	2× author, podcaster, DR-44 authority, an existing Knowledge Panel — real and verifiable, at 25.
The home	isaacmashman.com and mashmancg.com both return a Wix “not connected” error.
The entity	A Knowledge Panel exists — but unclaimed, with no website link, sourced from Google Books.
The search	A clean search for “Isaac Mashman” returns nine third-party platforms and not one page he owns. The expertise is intact; the structure that displays it isn't live.

Our read, said plainly: nothing here is a knock on Isaac. He has been busy doing the thing that matters — building authority and serving clients — which is the very reason the cobbler's-shoes problem set in. This is simply the gap between “earned recognition” and “owned, findable recognition,” and it's the exact gap his own method (and ours) closes.

The fix is not “build more authority” — he already has more than most. The fix is to stand up one living home, declare the schema, claim the Panel, consolidate the identity, and publish the books and podcast he already owns. He gave us the Wix access to start. This audit, written and shipped in one sitting, is the first move.

From 37 to 87 in four moves

The same sequence we run for every brand in this series: build the home, claim the entity, run the factory, amplify. Isaac's version is faster because the authority and the content already exist — and because he's already granted access.

PHASE 1 · Days 1–15 · One living entity home

Using the Wix access Isaac granted, stand up a canonical home at isaacmashman.com (we recommend the WordPress framework he asked about; reconnect Wix immediately as a stopgap so the error page dies today). Add complete **Person + Organization + Book JSON-LD** and a *sameAs* map. Point mashmancg.com to it. **Score driver:** Entity home 2→18, Schema 0→9.

PHASE 2 · Days 10–40 · Claim & anchor the entity

Restore the official-website link, then **claim the Knowledge Panel** so Isaac controls his own bio. Wire press citations (CFA Institute, Thrive Global, interviews) into a linked proof wall. **Score driver:** Knowledge Panel 8→13, Search 5→13.

PHASE 3 · Days 20–70 · The content factory

Publish the *Manifesto* as a pillar + chapter series, turn every *Chase the Vision* episode into an owned show-notes page with schema, and capture the press — each indexed, each repurposed into short video and quote cards. **Score driver:** Content 7→13.

PHASE 4 · Days 30–90 · Amplify (Dollar-a-Day)

Put \$1/day behind the best clips and chapter essays; keep winners running; consolidate handles and the company name. **Score driver:** Audience 8→12, Social 7→9.

The ask of Isaac is small. The access is already granted and the content already exists. One working session to confirm the canonical facts and positioning, and our agents do the rest — the home, the schema, the Panel claim, the publishing, the amplification. He keeps creating; the brand gets built around him.

What we do with the access he already gave us

Most audits end with “here’s what we’d need.” This one doesn’t — Isaac has already given us access to his Wix site. That turns the single most important fix from a proposal into a task we can start now.

Day one (stop the bleeding)

- **Reconnect the domain** so isaacmashman.com stops serving an error to every visitor, link and crawler.
- **Audit the existing Wix content** — salvage the copy, bio, images and any pages worth keeping.
- **Drop in a clean, schema-marked home page** so Google has something real to re-crawl immediately.

Why start on Wix: a live, imperfect home today beats a perfect home next month. Reconnecting kills the error page and lets the DR-44 profile begin ranking again within days.

The real move (off Wix)

- **Migrate to the WordPress framework** Isaac asked us about — the platform we use for every personal brand, built for schema, speed and a content factory.
- **Rebuild the home** with full Person/Organization/Book schema, the books, the podcast library and the press wall.
- **Claim the Knowledge Panel** and wire *sameAs* across every profile.

His own words: Isaac told us he “regrets building on Wix” and asked to rebuild on our servers. This audit is the blueprint for exactly that rebuild.

The point: the access Isaac granted removes the usual first obstacle entirely. We don’t have to ask for the keys — we have them. The 90-day clock can start the moment he says go.

Every claim in this audit, sourced

Verify before you vouch. Each figure and statement above traces to a public source, captured June 20, 2026.

Claim	Source (public, June 20, 2026)
isaacmashman.com & mashmancg.com both return a Wix “not connected” error	Live page load, both domains, June 20, 2026
isaacmashman.com DR 44 · 0 organic keywords · ~0 traffic	Ahrefs Site Explorer (domain rating, metrics)
mashmancg.com DR 3.7	Ahrefs Site Explorer
Referring domains: Apple (DR97), TikTok (97), Crunchbase/Clutch (91), Product Hunt (91), the CFA Institute (84), Thrive Global (84), Anchor/Podchaser/iHeart	Ahrefs referring-domains report
All 9 first-page “Isaac Mashman” results are third-party platforms	Clean Google search, June 20, 2026
Knowledge Panel: “Business professional,” born 2000 Jacksonville FL; bio from Google Books; no website link	Clean Google search Knowledge Panel, June 20, 2026
2× author · <i>Personal Branding: A Manifesto on Fame & Influence</i> (1st & 2nd ed.)	Google Books carousel; Amazon author page
<i>Chase the Vision</i> podcast on Apple/Spotify/iHeart	Spotify show page; Google SERP
Followers: LinkedIn 16.3K, Facebook 5.8K, Instagram 2.2K, YouTube 430	Platform SERP snippets, June 20, 2026
Company aliases (Mashman Ventures / Mashman Consulting Group / MCG); “25 years of PR” bio line	Amazon, IMDb, Instagram, Facebook profiles
Isaac “regrets building on Wix” / requested rebuild on our servers; Wix access granted	Direct correspondence with Isaac Mashman

This audit republishes no private information. Figures reflect public tools and searches on the date shown and will change over time.

THE NEXT STEP

You wrote the book on this. Let's give your brand a home.

Isaac, you've already done the hard part — two books, real earned press, a Knowledge Panel, a DR-44 profile, a podcast — before most people get started. The only thing missing is the encoding: one living entity home, schema, a claimed Panel, and a content engine that makes your authority as findable as it is real. You already handed us the keys.

37 → 87

BRAND SCORE IN 90 DAYS

2 → 1

DEAD DOMAINS → ONE
LIVING HOME

DR 44

AUTHORITY READY TO
DEPLOY

What happens next: we use the access you already gave us to kill the error page today, then rebuild isaacmashman.com on WordPress — schema, your books, the podcast, the press wall — claim your Knowledge Panel, and run Dollar-a-Day on the best of it. You keep creating; the brand gets built around you, and the authority you already earned finally has somewhere to live.

Dennis Yu

BlitzMetrics · Personal Brand Spotlight
blitzmetrics.com/personal-brand-score

Methodology: entity home → knowledge panel →
content factory → amplification