

# Take your brand to the next level!

For Bookings: [Jess@JP3GlobalMedia.com](mailto:Jess@JP3GlobalMedia.com)



Program available via a three-month retainer.

**The A Factor: The Art of Authentic Self Promotion is a five-step, interactive program created by Jess Ponce III.**

**Emerging and Established Brands.** Optimize your spoken and online presence, specifically when it comes to:

- Press, Panels and Presentations
- Brand Development and Awareness
- Crisis Communications
- D.E.I Messaging

**Transparency and Authenticity.** Identify your key talking points and delivery strategies for important campaigns and initiatives.

**Reputation Management.** Discover the long-term approach to nurturing positive perceptions about your brand.

*Follow the A Factor's Five Steps:*

**Step 1: Assessment** – a review of how you are being seen and how you want to be seen.

**Step 2: Strategy** – a customized plan is designed specifically for your needs.

**Step 3: Messaging** – a playbook of talking points that reach the heart and minds of your desired audience.

**Step 4: Delivery** – a specific roadmap of how to deliver these messages clearly, consistently, and confidently.

**Step 5: Awareness** - a plan for ongoing sustainability and brand awareness.

**MEDIA COACH.** Jess Ponce III leads key spokespeople through his five-step program. Straight forward, clear, and powerful, Jess gets to the heart and unspoken core of what's important to both audiences and the brands that serve them.

**Results are transformative!**



Established over 10 years ago, The A Factor has served powerhouse brands like The Walt Disney Company, NBC Universal, Peacock, Lucasfilm, LinkedIn, BNP Bank, and more.