

PERSONAL BRANDING

for Aviation Professionals



**THE BEST
INVESTMENT IS
IN YOURSELF**

THE CHALLENGE

Without a strong personal brand, professionals risk being overlooked by recruiters, clients, investors and industry leaders, as their online presence may blend into the vast sea of competitors. This lack of visibility can hinder career growth and result in missed opportunities for promotions, partnerships, or board invitations.

An outdated or nonexistent digital presence can create a perception of being out of touch with modern industry practices. This can damage your credibility and trust with potential clients and partners. In a field where reputation and trust are paramount, not prioritizing personal branding can limit professional advancement, reduce influence, and even impact the ability to attract top-tier clients or business opportunities.





THE SOLUTION

Investing in tailored personal branding services, aviation professionals—from brokers and appraisers and including senior executives—can create a compelling online presence that showcases their expertise and builds trust with potential clients, colleagues, and industry influencers.

This involves optimizing LinkedIn profiles, developing thought leadership content, and leveraging social media to engage with targeted audiences. Personal branding helps professionals stand out in a competitive market, establish credibility, open doors to valuable opportunities like promotions, speaking engagements, and encourage strategic partnerships. A strong, cohesive brand positions them not just as participants, but as leaders in the aviation industry, ready to inspire confidence and drive career growth.

Your Team

Great people are hard to find!

We've searched the world and found the best people to accomplish your marketing objectives!



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Paula Williams
President & CEO

WE HELP Aviation Companies
SELL MORE Of their Products and Services

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John F. Williams
Chairman & CFO

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Abdul Rauf
Website Technologist

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Follow Abdul:



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Muhammad Ali Memon
Content Team Lead

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Follow Muhammad:



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Stella Bouldin
Copywriter

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John Chvatal
Web Team Lead

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Adeela Shahid
Social Media Specialist

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Shannon Dousharm
Marketing Coordinator

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Annie Ojewumni
Content Creator

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Angel Duliguez
Executive Assistant

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Content & Media



	PRO	SILVER	GOLD	PLATINUM	TITANIUM
Live Consultations	30 Minutes Quarterly	30 Minutes Monthly	30 Minutes Monthly	60 Minutes Monthly	60 Minutes 2x Monthly
On-Demand DIY Resources	✓	✓	✓	✓	✓
Networking Opportunities	✓	✓	✓	✓	✓
LinkedIn Profile Audit & Assistance	✗	✓	✓	✓	✓
Ghostwriting Posts, Articles, Books	✗	Topics & Ideas	1-2 Posts	3-4 Posts/Articles	Additional Content
Videos	Ideas & Setup Assistance	Ideas & Setup Assistance	Produce 1 short monthly	Produce 2 shorts monthly	As Agreed
Podcast Guest Opportunities	✗	✗	Suggestions & Introductions	Proposals & Pitches	Proposals & Pitches
Media Outreach	✗	✗	✗	1-2 Publications	3-4 Publications
Speaking Opportunities	✗	✗	Suggestions & Introductions	Proposals & Pitches	We Become Your Agent

- **On-Demand DIY Resources** include our Personal Branding Workshop, plus monthly webinars on diverse topics - recordings, workbooks, templates & checklists.
- **Ghostwriting** includes writing drafts on your behalf. Posts of 500 words, articles up to 1500 words, suitable for social media, or a blog, can be later compiled into a book.
- **Feature/Content Videos** might be created from your footage, commissioned video from a shot list, or animated explainers with voiceover.
- **Media Outreach** includes identifying influential reporters and publications in your specialty and regularly communicating with them about you.
- **Speaking Opportunities** include industry and other community events. We help you develop a proposal and pitch it on your behalf.

Investment



	PRO	SILVER	GOLD	PLATINUM	TITANIUM
2025	\$149	\$479	\$1379	\$3379	\$4779

All Marketing Lab Levels Include:

- Research on Speaking Engagements, Podcast Guest Opportunities, etc*
- Monthly Marketing & Social Media Prompts & Ideas for Campaigns
- Unlimited access to DIY Aviation Marketing Workshops
- Relationship "Matchmaking" with other Members*
- Private Online Networking Community (Circle)
- Holiday Social Media Templates
- Networking Opportunities
- Canva Pro Account
- Book Club



*These are based on finding suitable opportunities that benefit all parties.

Onboarding Process

These are the milestones and objectives for our Personal Branding Clients.

Of course we adapt our system to meet your objectives, but we've found this structure to be very helpful to ensure the best possible results for each client.



The Fine Print

- We reserve the right to refuse service to anyone that we don't feel is a good fit for our community or our reputation.
- We require a three-month commitment for any new client relationship.
- We maintain absolute confidentiality about any ghostwriting we do. No one will know who performed the writing.
- We have a collaborative and networking-based business model. We introduce clients to one another and expect clients to interact and behave professionally with one another.
- Work we do for you is considered "work for hire" and becomes your property upon delivery.
- We do not seek copyright on your behalf, but you may seek copyright or trademarks for any intellectual property we produce if you choose.
- We retain the right to use and re-use various themes and examples for our education programs, workshops and marketing.
- We require 30 days notice to terminate your membership. During that 30 days we will do our best to ensure a smooth transition.



Let's Get Started!