



Jess Ponce III

THE A FACTOR

THE ART OF AUTHENTIC SELF-PROMOTION

KEYNOTE

“Self” is not a four letter word. Despite the negative models of self-promotion rampant in pop culture there is a way to talk about yourself and what you have to offer in a way that’s powerful and authentic. Regardless of the medium, it is all about your story and how you “sell” it. Audiences want something real.

Your goal is to give them something to remember; a message that is clear, honest, and direct. Everything in life is sales, from connecting with potential clients to networking, but you don’t have to feel like a used salesman hocking an embarrassing product. You are better. You can do better. How do you do this? It is through The Art of Authentic Promotion, or what media coach / branding expert Jess Ponce III calls The A Factor.

- Define your Audience
- Create an Agenda
- Call for Action
- Maintain Authenticity

From large businesses to small teams and the leaders who are called to guide both, media coach and master communicator, Jess Ponce III and his trademarked method for self-promotion will inspire you to reach those who genuinely want what you have

- Discover what truly sets you apart
- Gain confident in what you have to offer and its value
- Build messages that instill trust
- Cultivate innovative ways to share your stories
- Maximize your self-promotion potential without selling out
- Speak your sales point with authenticity and effectiveness

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Jess Ponce III

BE SEEN. BE HEARD. BREAKTHROUGH.



Programs available in-person or online.

Internationally known brand leaders call on Jess Ponce III to coach their spokespeople and talent.



Jess offers custom solutions that amplify the power of one's personal presence on camera, online, at live events, and in high-energy meetings. The author of "Everyday Celebrity" and "A.W.E.S.O.M.E.: 7 Keys to Unlock the Speaker Within," Jess works with executives of Fortune 500 companies, creative professionals, TEDx speakers, and others to strengthen presentation, leadership, and media skills for business events that regularly include press interviews, internal communications, conferences, and corporate conversations. Abroad, Jess is a top speaker and workshop facilitator with the Awesome Group in Taipei and its affiliates in Hong Kong and Mainland China.

An outstanding communication coach as well as business opportunity manager and personal branding expert, Jess is the creative force behind Media 2x3, a U.S. based media-company that develops and packages personality, entrepreneurial, and media talent. He has produced and developed programming for ABC, Fox, Warner Bros., E! Entertainment, Style, TV Guide Network, and MTV. He is a keynote speaker on signature topics that include personal branding secrets from Hollywood, the art of authentic self-promotion, and harnessing the true power of being seen and heard.

Paperback books and e-books by Jess Ponce III are available in bulk for speaker presentations.