

International media consultant and personal branding expert

Jess Ponce III

*"...He helps talent discover their own voices, their own charisma, and their own star qualities."
—Loren Ruch, Vice President of Programming, Partnerships and Specials Events. Home & Garden TV (HGTV), and DIY Network*

Lucasfilm, Disney, HGTV, LinkedIn, Universal, The Ritz Carlton, and PNB Parabis are some of the internationally known brand leaders who have called on Jess Ponce III to coach their spokespeople and talent.

The author of "Everyday Celebrity," Jess has worked with over 2500 celebrities and more than 1500 TV hosts, experts, authors and spokespeople. He has coached executives of Fortune 500 companies, creative professionals, and TEDx speakers to strengthen their presentation, leadership, and media skills for business events that regularly include press interviews, internal communications, conferences, and corporate conversations.

An outstanding communication coach as well as business opportunity manager and personal branding expert,, Jess strengthens individual brands while negotiating sponsorships, media opportunities, and speaking engagements. He 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. Abroad, Jess is a guest speaker and workshop facilitator with the Awesome Group in Taipei and its affiliates in Hong Kong and Mainland China.

Jess lives in Burbank.



FOR INTERVIEWS:

Robin Blakely, (660) 973-2723
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About The Book

"...This book is a "must have" for anyone dealing with business relationships and everyday interpersonal relationships."

—Eleanor Chicolo, VISA Executive



EVERYDAY CELEBRITY

by JESS PONCE III

IT'S YOUR TIME TO SHINE!

Unleash your innate star quality and get the meaningful attention you and your personal brand truly deserve. Hollywood media coach Jess Ponce III reveals how you can master best practices for self-promotion that transcend the entertainment world.

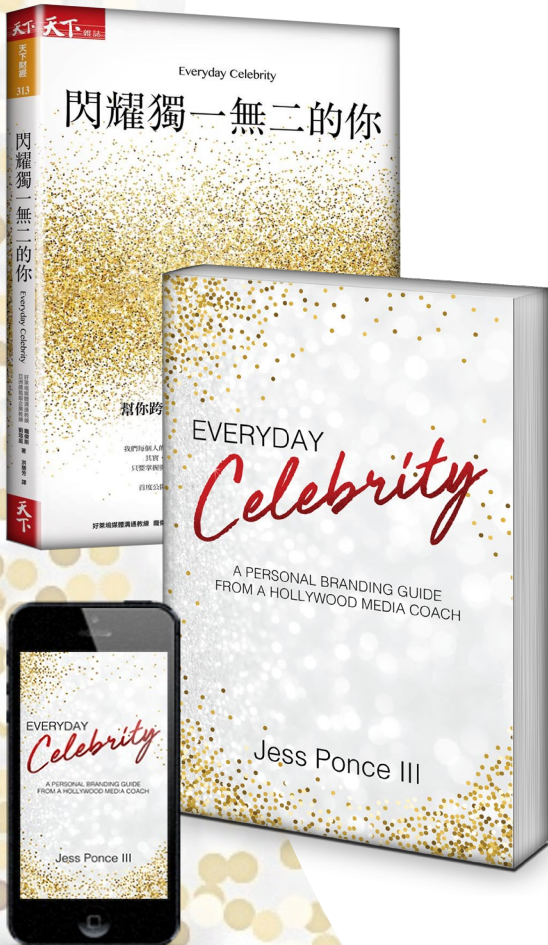
This insightful handbook empowers you with strategies for professional and personal success—no matter your industry.

- Communicate your irresistible offer with clarity, confidence, and charisma
- Leverage media opportunities for more productive results
- Grow your visibility, influence, and professional network
- Create a compelling call to action for profitable outcomes

Jess is the international personal branding expert, who is the creative force behind Media 2x3, a U.S. based media-company that develops and packages personality, entrepreneurial, and media talent. His celebrity insight stems from extensive experience as a producer and interviewer for celebrity-driven television programs. Creator of The A Factor™, Jess coaches individuals to tap into their own star qualities, including creative and corporate executives, TEDx speakers, celebrities, and on-air presenters from Disney, HGTV, ABC, and other entertainment brands. He lives in Los Angeles and works throughout the U.S. and Asia.
www.jessponce.com

"...the definitive tool kit for stepping into your own personal spotlight!"

*—Gayle Allen, Television Executive,
TV Guide Channel*



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Talk Topics



Talk to Hollywood's personal branding coach!

The Everyday Celebrity by Jess Ponce III helps up-and-coming and seasoned talent, no matter the industry, identify their personal brands and confidently communicate their irresistible offers by utilizing the promotional secrets of Hollywood's biggest names.

For CEOs and Executives:

- Pitching to a wide range of audiences, from investors to consumers
- Amplifying media opportunities for more profitable results
- Mastering the art of authentic self-promotion to become the most powerful ambassador for yourself and your company



For Influencers and Media Talent:

- Designing powerful messages that stick online and off
- Discovering your own celebrity essence and innate star quality
- Producing measurable outcomes through a personal and compelling call to action



For Leaders and Subject Matter Experts:

- Creating your own celebrity-like appeal
- Communicating your irresistible offer with clarity, confidence, and charisma
- Leveraging your influence with strategy, intention, and authenticity



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Work with Jess Ponce III

Once you find who you really are, you'll shine like a super star.

Jess Ponce III works with global brands such as Nestle, HGTV, The MSL Group, Universal, The Ritz Carlton, CBS and Disney. Jess has worked with over 2500 celebrities and more than 1500 TV hosts, experts, authors and spokespeople. He has coached executives of Fortune 500 companies, creative executives, and TEDx speakers to strengthen their presentation, leadership, and media skills.

WORK with Jess. Discover how to optimize the way you present your authentic self using practices from the world of celebrity. While you may not be in a movie or on TV, you can be a star at work, at home & in your community. Step into your own personal spotlight.

The GOAL is simple. Jess coaches CEOs, executives, spokespeople, and experts to identify their personal brands and confidently communicate their unique offer in any circumstance. Results are profound.

- Corporate training workshops
- Personal coaching programs



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Testimonials: Jess Ponce III



"Jess is a shining star who inspires countless celebrities, experts, and real people. He has helped numerous of our talent discover their own voices, their own charisma, and their own star qualities. As a result, we have confident, dynamic, and creative hosts who are celebrated by millions of viewers each week ."

- Loren Ruch, Vice President of Programming, Partnerships and Specials Events, Home & Garden TV (HGTV), DIY Network



"This book is a "must have" for anyone dealing with business relationships and everyday interpersonal relationships. You will be touched by Jess's anecdotal stories and be challenged by his questions at the end of each chapter. If you struggle with how to bring out the best in yourself and your talents, you need to have this book on your desk for everyday use."

- Eleanor Chicolo, Visa Executive



"This book starts with great storytelling, continues with compelling examples and ends with a shining star named Jess Ponce III. Written from experience, there are dozens of well described celebrity stories only a clear, confident, and charismatic insider can know and share. This book is unarguably the definitive tool kit for stepping into your own personal spotlight!"

- Gayle Allen, TV Guide Channel

"Within 30 seconds, Jess can spot the learning key point for each person... and it's so practical and useful."

- Linda Lu, Awesome Group Taiwan Board Member and General Manager



"Each consecutive day I watched our talent improve as result of Jess's coaching. They liked him, trusted him, allowed themselves to be vulnerable with him, and most of all -- they implemented what they learned from him."

- David Salinger, Vice President Programming KGO-TV / ABC San Francisco

"My life and business is more fulfilling and successful because Jess Ponce has been my media and personal coach for years. His insights, experience, warmth, humor, and endless stream of advice and tips have helped me be perfectly prepared for every opportunity and brought me places I never dreamed of."

- Nurse Barb Dehn, On-Air Medical Personality, www.nursebarb.com.

"Jess taught me to be natural, engaging and informative in front of the camera; he is an unparalleled media coach. His advice is something I still rely on whenever I teach classes or make appearances. His knowledge and compassion is priceless and I am so happy he is making it available to the world at large."

- Denise Vivaldo, Food Stylist and Professional TV Chef



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EVERYDAY CELEBRITY^{12 Quotable Quotes}

straight from the pages of his book!

by JESS PONCE III

The celebrity *brand* operates like a business. At the core of it is a personality: the celebrity.

It is far better to check in with someone, even if it's annoying to him or her, than it is to make assumptions of understanding that can lead to bigger problems.

Standing out means you know what you stand for.

If you are not in control of your message, someone else will be.

Knowing how to self-promote and create a positive public image, something celebrities do on a daily basis, is a skill all of us can learn.

The first conversation you have every day is with an audience of one: yourself. Choose your words wisely.

From the moment we begin to interact with others, we learn how to address an audience.

Why do we love comeback stories? I'd like to believe it hits on a core human experience—that we all fail at times, but we can redeem ourselves and make our lives even better than before.

Respect your audience and they will respect you. We all have shared human experiences. That means you are like your audience—one among them—not apart from them.

See yourself as a product, just like celebrities do.

One can *appear* self-assured, but in order to really make an impact, it's important to actually *be* internally resolute about your irresistible offer.

Empathy in action. That's what draws in audiences. They want to know you understand and appreciate them, their perspective, and their circumstances.



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