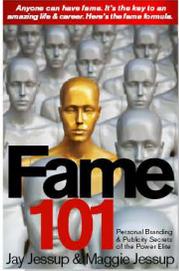


Jay Jessup

Creates, Develops & Manages Powerful Personal Brands

Author Biography



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Welcome to Jay's world: Elite professionals, best selling authors, celebrity scientists, high trajectory actors, entrepreneurial royals, leaders of non-profit causes, rock star politicians, startup gurus, breakout bands, very visible artists and other remarkable people who harness the power of a compelling personal brand.

He creates and manages Alpha Celebrities in every field with a radical mix of publicity, personal brand strategy, and Brand-You marketing. Jay's study of publicity and branding secrets of 100 notables including Martha Stewart, Mother Theresa, Pablo Picasso, the Kennedy family, Billy Graham, John Grisham, and others led to his Fame Formula which catapults his clients to the top one percent of their professions.

Jay Jessup co-founded Platform Strategy, a boutique publicity and branding firm in 2002. Often referenced as a Fame Machine, Platform Strategy is a team of publicists, social media gurus, web technology experts, graphic artists, publishing pros, content writers, media & speech trainers, and experienced marketing people.

Jay focuses these resources, coupled with high-impact publicity techniques, on exceptional people who want to join the elite professionals that enjoy visibility, credibility, immense earning power, and other benefits that a recognized personal brand delivers.

As a prominent figure in the personal brand strategy field Jay travels across the United States consulting with remarkable people and companies seeking a path to industry leadership. He speaks regularly at professional conferences, events, and universities. Jay has been a featured expert on Business Radio Network, NPR's Marketplace, Lou Dobbs Moneyline, and his work was recognized on an annual Inc. Magazine's top ten resources list.

Prior to founding Platform Strategy, Jay was a rainmaker for several global professional service firms where he worked with industry leaders in the technology, publishing, communication, and entertainment industries.

In his new book *Fame 101*, Jay shares behind-the-scenes strategies of entertainment industry notables, evangelists, celebrity lawyers, winning politicians, and others. From these personal branding and publicity secrets, *Fame 101* creates a success blueprint for anyone wanting a fast track to the top of their field.

Jay knows what Suze Orman, Rachel Ray, Barrack Obama, Joel Osteen, America's best known gardener, and the leading voice of every profession have in common. They understand fame: how to get it, how to keep it, and how to capitalize on it.

Anyone can have Fame – Jay Jessup knows how. He has the Fame Formula. With it he helps people become the leading voice and media darling of any industry. His clients appear regularly on CNN, MSNBC, Fox & Friends, Air America, ABC News, and other outlets as well as in the pages of People, Forbes, InTouch Weekly, USA Today and scores of similarly varied publications.

Jay lives in Vancouver, Washington and serves geographically and industry-diverse clients across the United States.