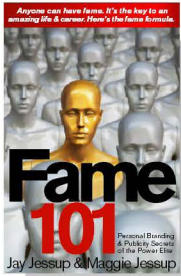


Maggie Jessup

Publicist, Marketing Strategist & Author

Author Biography



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Welcome to Maggie Jessup's world: Celebrity scientists, compelling charities, successful indie films, rock star political candidates, chart topping bands, visible royals, best selling authors, elite professionals, fundable startups, and other powerful brands.

She creates Alpha Celebrities in every field using a proprietary mix of next generation publicity, personal brand strategy, and Brand You marketing. Maggie's pioneering study of publicity and personal branding secrets of society's power elite developed into her Fame Formula which catapults her clients into the top one percent of their professions.

Maggie Jessup co-founded Platform Strategy, a boutique publicity and brand strategy 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 professionals, content writers, media & speech trainers, and experienced marketing people.

Maggie focuses these resources with her proprietary fame tools, entertainment industry technology, and somewhat radical publicity techniques on people who want the amazing life and career that a recognized personal brand can deliver.

Her pioneering work in personal brand strategy has made her a leading voice of the field and one of the country's most in-demand consultants. She travels across the United States speaking at professional events and conferences captivating audiences of every sort with her Fame Formula.

Prior to founding Platform Strategy, Maggie was an investigative journalist at the Atlanta Journal Constitution and the Houston Chronicle. Earlier in her career she worked as a marketing and publicity advisor to companies ranging from multi-nationals to nightclubs and early stage entrepreneurial ventures.

In her new book *FAME 101*, Maggie 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 to quickly make it to the top of their field.

Maggie knows what Martha Stewart, Barrack Obama, Billy Graham, Suze Orman, America's best known gardener, and the leading voice of every profession have in common. The understand fame: how to get it, how to keep it, and how to capitalize on it.

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

She lives in Vancouver, Washington and serves geographically and industry-diverse clients from Brisbane, Australia to Los Angeles, California to Atlanta, Georgia.