

Jessica Thiefels Consulting

Personal Brand Coaching for Female Executives

Amplify your voice

If you're a female executive looking to share your passion with the world, but you don't have the time, resources or know-how, I've got you covered with the Femxcutive Branding Program.

The Femxcutive Branding Program is designed to help female executives to step into their power as market experts through personal brand coaching, marketing consulting and content creation.

Develop your personal brand

Do you want to become a credible expert in your industry? In most organizations, the CEO gets PR coaching and marketing promotion. While it's important for the CEO to be visible, you need to be visible too. As an executive for the company, your voice and insights matter, but your time to learn and implement the necessary work is limited.

McKinsey's 2020 Women in the Workplace Report confirms that 54% of senior female leaders are "exhausted" and 39% are "burned out." The Femxcutive program takes the work off your plate while giving you the tools you need to amplify your voice. With a blend of personal branding coaching, marketing consulting, and content creation, we're here to bring your passion and expertise to the world.



Let us do the work for you



Monthly SEO-based content creation

We ghostwrite SEO-based content for you to post on your company's website and your LinkedIn profile. We also source your expertise on reputable, relevant, high-traffic websites to increase your personal brand and authority while also improving your company's SEO and organic traffic.



Turn-key brand building. No more DIYing!

Our team builds and implements a comprehensive content and social strategy that will create a consistent and authoritative voice and tone. You don't need to guess any longer. Together we figure out what you want to be known for and how to amplify your voice.



One-on-one personal brand coaching

Monthly one-on-one video calls allow us to discuss progress, plan content, and help you develop your own unique strategies. You learn how to build a platform for your message, and better yet, how to leverage it to develop your brand and authority.



“ As COO and co-founder of Hubgets, I need to be highly productive with my limited resources. This is why Jessica’s knowledge and skillset is invaluable. She empowers and enables me to share my thoughts and experience in a clear and consistent manner while also being efficient and effective, which I love.

Elena Carstoin
COO & Co-Founder



About Jessica

My name is Jessica Thiefels and I am passionate about helping female executives and entrepreneurs step into their power as experts in their field. For the past 10 years I’ve helped businesses of all sizes build successful brands through high-impact, SEO-based content. Through working with women at many of these organizations, I learned that senior female executives are often under-represented in outward-facing company marketing and thought leadership. My goal is to amplify your voice, develop your personal brand, and help the company grow in the process.

It’s time to amplify your voice!

Contact me to see if you’re a fit for the Femxcutive Branding Program.

Jt@jessicathiefels.com



“ Jessica employs a thorough process to understand her clients’ business, mission and vision when she ghostwrites for them. And equally important, she goes to great lengths to understand each clients’ unique voice. She then applies all of this intel and insight into relevant and organic content. Overall, she makes it a valuable and effortless experience.

Holly Rollins
President

Femxcutive Branding Program Pricing

3-month commitment required, 5 months encouraged

Sliver

\$3000/month

- ▶ 1 SEO-optimized piece written and posted on company blog
- ▶ 1 SEO-optimized piece written and posted and LinkedIn
- ▶ 1-2 brand placements on relevant, high-traffic websites*
- ▶ Guest spot on my Mindset Reset Radio Podcast
- ▶ 30-minute monthly brand coaching session

*Additional cost for content placement: \$500/piece

Gold

\$5000/month

- ▶ 2 SEO-optimized piece written and posted on company blog
- ▶ 2 SEO-optimized piece written and posted and LinkedIn
- ▶ 2-3 placements on relevant, high-traffic websites*
- ▶ Guest spot on my Mindset Reset Radio Podcast
- ▶ 1-hour monthly brand coaching session

*Additional cost for content placement: \$500/piece