ARTICLES ONE-SHEET

# Eric Chow, **in Writing.**

Addicted to adventures & good questions. COO of the consulting firm redefining personal branding for executives & public figures.



## THE NEWEST FROM CHOW'S CHOICE

NOVEMBER 18, 2026 / READING

### Eric's Top Personal Development Reads.

The eight personal development books Eric puts at the top of his reading list, in his own order.

OCTOBER 9, 2026 / PERSONAL BRANDING

### Your Personal Brand Is Your Theater.

Social media is a theater with no one at the door. Three questions on whether people are buying tickets to see you.

OCTOBER 9, 2026 / PERSONAL BRANDING

### The Outcomes of Content.

Every good piece of content entertains, inspires, educates, or connects. The four forms of value, and how to find the ones that are yours.

JANUARY 17, 2022 / LEADERSHIP

### Planting Seeds in Fertile Soil.

Two sentences changed how Eric lives: one from a friend, one from a teacher's whiteboard. Why your words matter more than you think.

JANUARY 15, 2022 / NOTES

### You're Not Tired.

On the days we call ourselves tired, we may be covering for something else: a day without meaning, or loneliness.

DECEMBER 4, 2021 / LEADERSHIP

### Caring Is a Strength.

Caring about people is a strength in life and in business, once you learn the lessons that keep it from holding you back.

FEBRUARY 15, 2020 / NOTES

### The Podcast in January 2020.

Lessons from a month of conversations on The Eric Chow Empowers Podcast: relationships, intelligence, your inner circle, and a meaningful life.

**11**
ESSAYS PUBLISHED

**2019**
WRITING SINCE

## WHAT HE WRITES ON

LEADERSHIP
2 essays

PERSONAL BRANDING
3 essays

READING
2 essays

NOTES
4 essays

## SHORT BIO

Eric Chow is the Chief Operating Officer of Mashman Consulting Group, a personal branding consultancy, and a co-developer of its Identity Positioning™ methodology. He edited the Second Edition of Personal Branding: A Manifesto on Fame and Influence and wrote its foreword, and hosted The Eric Chow Empowers Podcast, which has been listened to in 100+ countries. He is based in Union City, California.



ERIC@MASHMANCG.COM