
BUILD THE BRAND. BUILD THE LEVERAGE.

Management, marketing and strategy for creators, athletes, musicians and entrepreneurs with the talent to move culture.

THE 740 STANDARD

NO DISCONNECTED TACTICS. ONE COORDINATED BRAND SYSTEM.

Built for clarity, momentum, opportunity and long-term value.

EVERYTHING THE BRAND NEEDS TO MOVE.

Each capability is designed to strengthen the next - from positioning and content to partnerships and revenue.

01

TALENT MANAGEMENT

Career guidance and decision support built around the bigger vision.

- Career roadmaps and priority setting
- Opportunity vetting and negotiation support
- Team coordination and brand alignment
- Schedule, appearance and launch planning

02

SOCIAL MEDIA MARKETING

A platform system that turns attention into audience and action.

- Platform and audience audits
- Content pillars, calendars and campaigns
- Community growth and engagement systems
- Analytics, optimization and paid-social coordination

03

BRAND BUILDING

Distinct positioning and creative direction that make the name memorable.

- Brand positioning and audience promise
- Narrative, voice, bios and messaging
- Visual identity and creative direction
- Press kit, website and landing-page strategy

04

PARTNERSHIP DEVELOPMENT

Aligned brands, collaborators and sponsors selected for long-term fit.

- Partner and sponsor targeting
- Outreach assets and sponsorship decks
- Collaboration strategy and introductions
- Deal support and activation planning

05

MONETIZATION STRATEGY

Revenue pathways that expand the brand without weakening its identity.

- Offer and revenue-model design
- Products, licensing and digital offers
- Appearances, affiliates and memberships
- Pricing, packaging and launch planning

06

REPUTATION & CONSULTING

Clear counsel for visibility, risk and high-stakes public moments.

- Public positioning and reputation audits
- Launch, pivot and announcement strategy
- Media preparation and message discipline
- Crisis-communications coordination

BUILT FOR THE PERSON BEHIND THE PLATFORM

SPECIALIZED EXECUTION

FOUR LANES. ONE STANDARD.

740 adapts the system to the realities of each client, career and audience.

01

CREATORS

Turn attention into an owned, durable and commercially valuable brand.

- Content architecture and series development
- Audience growth and community strategy
- Creator partnerships and campaign packaging
- Offer, product and membership development

02

ATHLETES

Build market relevance and opportunity beyond the score.

- Personal brand and NIL positioning
- Sponsor readiness and partnership outreach
- Off-field content and community platform
- Transition, legacy and post-career planning

03

MUSICIANS

Connect the music, story and audience into one discovery engine.

- Artist identity, narrative and release strategy
- Content rollout and fan-development systems
- Press, playlist and collaboration packaging
- Merchandise, appearances and sponsor strategy

04

ENTREPRENEURS

Make the founder as compelling and trusted as the company.

- Founder positioning and authority content
- Launch narratives and demand campaigns
- Speaking, media and partnership readiness
- Thought leadership and brand ecosystem strategy

THE RIGHT SUPPORT. FOR THE RIGHT MOMENT.

Every engagement is shaped around the client's stage, goals, capacity and opportunity.

01 FULL REPRESENTATION

Ongoing management, strategy, opportunity evaluation and coordinated brand growth.

BEST FOR

Talent ready for a long-term management relationship.

02 MANAGEMENT + GROWTH

Ongoing brand, content, partnership and monetization support with a defined growth plan.

BEST FOR

Clients with traction who need an operating system.

03 PROJECT CAMPAIGN

Focused execution for a launch, season, release, rebrand, event or partnership push.

BEST FOR

Clear objectives with a defined window and outcome.

04 STRATEGY INTENSIVE

A concentrated audit and roadmap covering positioning, content, growth and revenue priorities.

BEST FOR

Talent seeking clarity before making a larger commitment.

START WITH THE PRIVATE TALENT INTAKE

READY TO BE BUILT DIFFERENTLY?

Visit 740Talent.com to apply for representation or request services.

ENGAGEMENT NOTE

Scope and compensation are customized and may include a retainer, project fee, commission or hybrid structure. Third-party production, media, travel and legal costs are separate unless stated in writing. 740 does not guarantee deals, press, audience growth or revenue.