



brand expert » show host » investor

Talking Points

- » How to create a powerful and effective personal brand
- » How to leverage podcasts to grow your business
- » Why it's crucial to have clarity in your message
- » What are the keys to start a successful brand
- » How to build and grow brand champions



BE YOUR BRAND



Introduction

Erik Cabral is a leading expert in brand development, trusted by **Fortune 100 and Inc. 5000** companies to define and deliver their core messages effectively. Having built thousands of brands over his quarter-of-a-century career, Erik has now created a stage which he's shared with powerhouse brands like **Shark Tank's Matt Higgins and Kevin Harrington, VaynerMedia, David Meltzer, and Hal Elrod of the Miracle Morning**. Erik is known for his expertise in branding, content creation, podcast strategies, and community building.

Founder

As the founder of **On Air Brands, Be Your Brand, PodMAX, and the Mindado Investment Group**, Erik is dedicated to helping entrepreneurs develop their personal and corporate brands through podcasting and media strategies. His work has been featured in major publications and has contributed to raising millions in capital for his investor clients.

Mission

Erik is also an active member and speaker within various entrepreneurial communities and organizations, including **VaynerX, ThinkMedia, GoBundance, and Podfest Expo**. With his upcoming book and podcast titled "Be Your Brand," **Erik's mission is to empower mission-driven entrepreneurs to gain clarity in their messages and build personal brands that make the world better... one mic at a time.**



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Passion & Purpose

Erik Cabral is the leading expert in adding value to existing brands and businesses. **Fortune 100 and Inc. 5000** companies have trusted him to identify their core messages and brand voice, and how to deliver it effectively.

He has recently worked with powerhouse brands such as **Shark Tank's** Matt Higgins, **VaynerMedia**, **David Meltzer**, the **Miracle Morning's** Hal Elrod, **iHeartRadio**, **Facebook's** **Randi Zuckerberg**, and the **Sasha Group (a VaynerX Company)**, creating content, producing podcasts, and helping to build community.

He is a highly sought-after keynote storyteller, podcast guest, and host. His insights and stories have been featured by major brands such as **Entrepreneur**, **GaryVee Experience**, **iHeart**, and **Bigger Pockets**. Erik launched and co-hosted **Capital Hacking**; a top 1% rated global podcast.

As the founder of multiple companies, **On Air Brands**, **Be Your Brand**, **PodMAX**, and **the Mindado Investment Group**, he is positioned to help entrepreneurs develop their personal brands, corporate brands, and podcasts. His media agency **On Air Brands**, specializes in developing personal brands and launching podcasts for 6 to 7-figure founders and CEOs. Ultimately his work helps clients make money and build purposeful brands based on strong relationships.

Erik's experience and success have amplified his client's voices, collectively helping to raise millions in capital and create consistent messaging for his clients and their brands.

Erik has sat on the Board for South Jersey REIA and has been a proud member and speaker for these communities and groups; **VaynerX**, **ThinkMedia**, **GoBundance**, **Front Row Dads**, **Brand Builders Group**, **TheFutur**, **OutlierHQ**, **Podfest Expo**, **Black Diamond Club**.

Author of the upcoming book and podcast **"Be Your Brand"** and host of the **Entrepreneurs Circle**, his goal is to help mission-driven entrepreneurs gain clarity in their message to attract their ideal clients.

His goal is to help mission-driven entrepreneurs build personal brands that make the world better... one mic at a time.



BE YOUR BRAND

