



The strongest personal brands aren't built,
they're uncovered.

For founders who need **a creative co-founder** they never had.

**We don't work like an agency,
we work as your **Partner**.**

Founder Partner

For Founders who want to become known

- Become known for the right things
- Shape your personal brand
- Direct your content
- Make better communication decisions

Brand Partner

For business that want to be remembered

- Direct your brand communication
- Guide creative strategy
- Shape campaigns and messaging
- Your team or agency executes (So do we)

In both roles, we don't just create content.
We take ownership of **how you're perceived.**

Because positioning begins with perception.



“

11 Years of creating Comedy taught me more about people than marketing could ever.

“

*Most people force content.
Very few find their gifted unique style to communicate.*

Meet the Founder

Santosh Mishra

(Aye Santosh)

Founder • Content Creator • Consultant • Perception Strategist

Tap into entertainment





**200 Million Views
across multiple platforms**



**11+ Years of
Creating Content**



**Built and exited a
Content Marketing Agency**

Worked Across | Entertainment • Creators • Founders • Business Owners



Worked With

40+ Brands | 35+ Personal Brands





“

*For the last **11 years**, I've been creating content myself and have generated more than **200 million views**.*

*During that time, I've worked with some of **India's top brands**, collaborated with celebrities, entrepreneurs, content creators and also co-founded and exited a content marketing agency.*

*That means **I've sat on almost every side of the table**.*

*What all of those experiences taught me is that **Content is only half the story**.
The other half is understanding how people work.*

*How professionals, founders and business owners think,
How businesses operate,
How decisions get made when there are a hundred other priorities*

*And also understand the requirements of **creating good trustable content**.*

*That's why I think I have been able to **help them create content that they love***

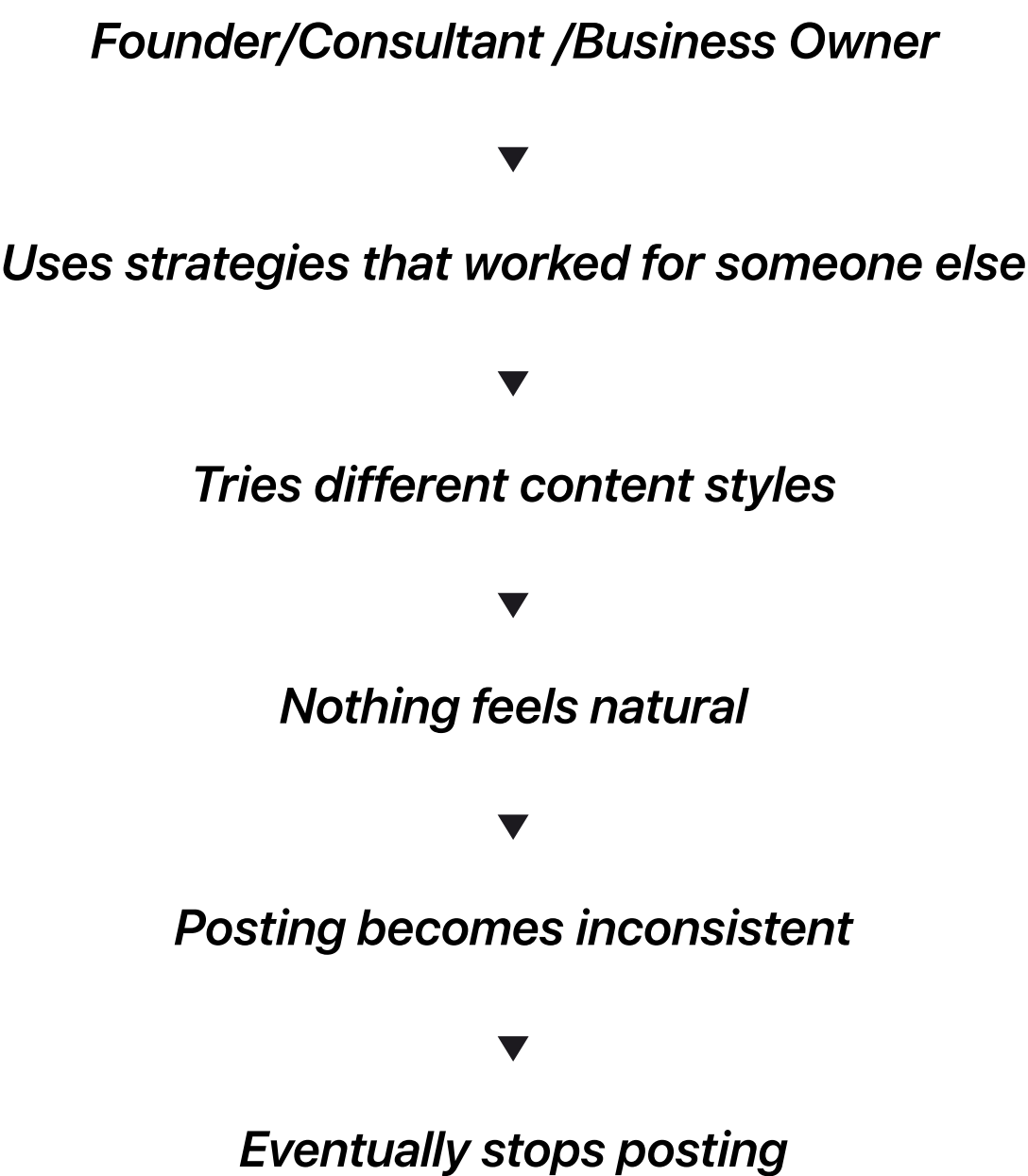
*As well as **build content systems that works** within the reality of their business.*

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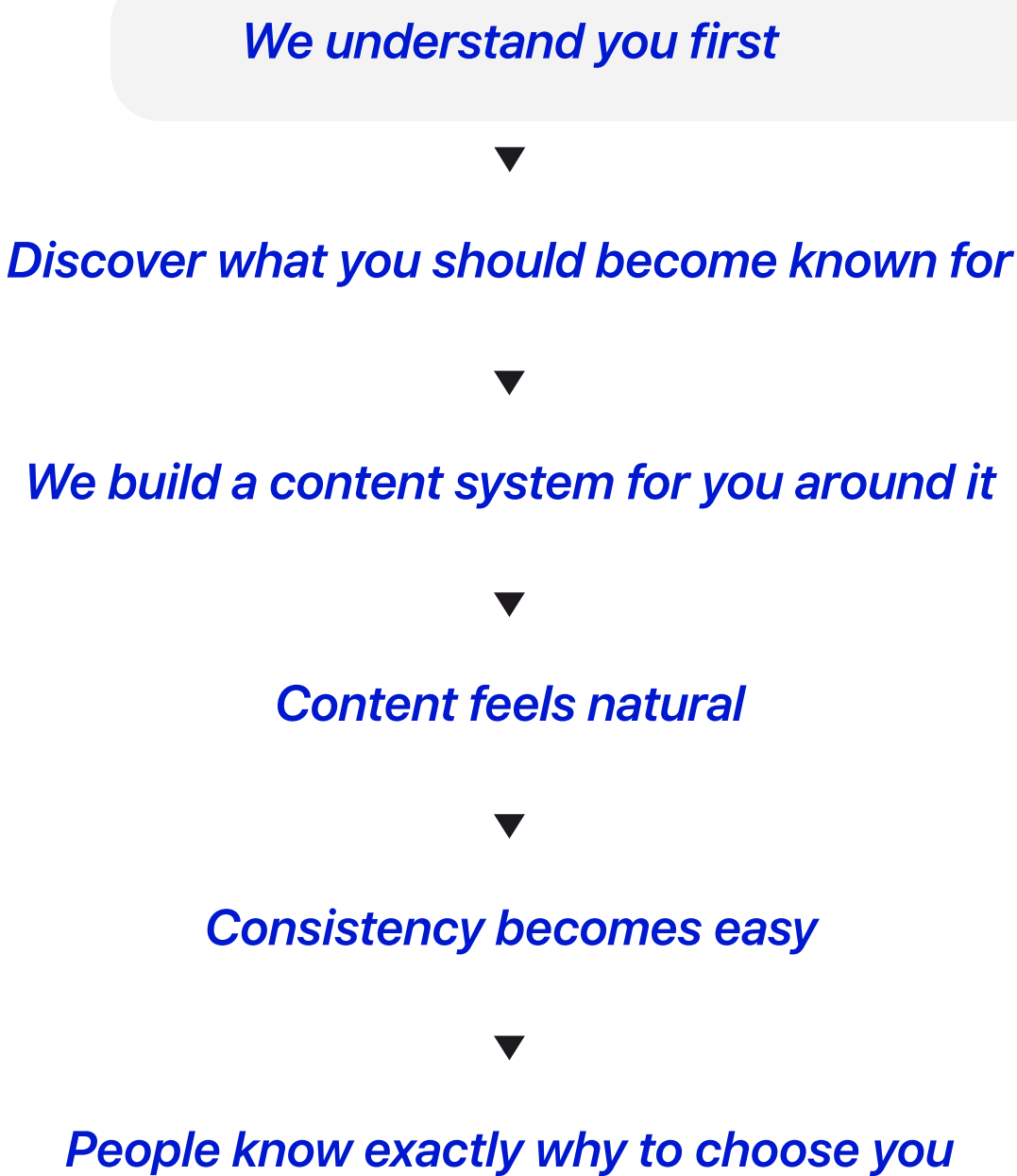
Most people don't have a content problem.

They have a self-awareness problem.
A communication problem. An alignment problem.

WITHOUT A FOUNDER PARTNER



WITH A FOUNDER PARTNER



What do we discover first?

- What energizes you?
- What drains you?
- What do people naturally come to you for?
- What do people misunderstand about you?
- Which stories shaped the way you think?

What these questions reveal

- Your natural communication style
- What you should become known for
- The stories that build trust
- What makes you different from everyone else

Our **Client's Privacy** comes first.

We work closely with founders and brands,
and **the credibility we help them build remains theirs.**

That's why we don't publicly share
everything we work on.

*Selected work and results are shared privately
during discovery calls.*





Architects

CA

CA's & Finance
Professionals



Consultants

**Persona Labs is for people
who want their online presence
to reflect their real-world capability.**

Doctors



Business Owners

Coaches



Industry Experts



Interior Designers

What it looks like to **work together**



Founder Partner

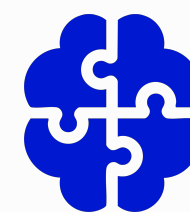
Santosh becomes your **Creative co-founder**

Our Role

- Stay personally connected with your business
- Extract content opportunities from your day-to-day work
- Decide what you should become known for
- Shape how people perceive you
- Direct every creative decision
- The Persona Labs team manages shoots, scripts, design and editing

Your Role

- Share your ideas, experiences and decisions
- Keep Santosh updated about your business
- Show up for shoots



Brand Partner

Santosh becomes the **Creative partner for your brand**

Our Role

- Define your positioning
- Plan campaigns and content ideas
- Create scripts and creative assets
- The Persona Labs team handles ideation, design and editing
- Review every creative before publishing

Your Role

- Get the content shot
- Publish the content

The **gap between the business you've built and how people perceive it**
is where opportunities are won or lost.

Let's close that gap.

Investment

Engagements begin at ₹1,00,000/month

Let's Talk.

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