

Joe Che's Media Kit

Joe Che | Extra-Ordinary Life Alignment in Career, Connection & Communication.

Senior Soul Purpose Business Mentorship for Women

ABOUT JOE CHE

Joe Che (pronounced JOH-chay. Pronounced like **Che Guevara**)

With 29 years of professional teaching experience — including mentoring Fortune 5 CEOs and leading projects across 52 countries — Joe Che is a serial entrepreneur who has founded 22 successful businesses across tech, education, hospitality, real estate, and immersive experiences.

For 18 years, Joe ran a technology and business training company in New York City, where he taught business processes, project management, and systems optimization to over 1,000 companies — and personally trained more than 10,000 individuals on how to make their work and life easier, more efficient, and more aligned with over 1,000 5 star testimonials.

His life's work is creating systems that help people uncover their soul's purpose — and make real, sustainable money living it.

Joe is the creator of *The Connection Map* — the first comprehensive framework of human connection, similar to a Myers-Briggs or Enneagram, that brings clarity and language to the way we connect in relationships, work, and life.

He's also the founder of multiple transformational retreats and festivals, and has developed real estate and wedding venues designed for community and celebration.

Joe's approach blends inner alignment with practical execution — guiding high-achieving people to discover what they're truly here to do and turn it into very profitable businesses

BRAND STORY

After building successful businesses across tech, education, VR, and real estate, Joe hit a point where external success no longer felt like enough. That tension launched a deep inward journey that eventually birthed *The Connection Map* and

his current mission: to help people build lives and businesses that feel as good on the inside as they look on the outside. Joe now teaches others how to align with their purpose, embody their most powerful selves, and create income through authentic expression.

AUDIENCE DEMOGRAPHICS

Joe's programs and events attract:

- Women (80%) and men (20%) ages 30–40
 - Primarily based in urban hubs like NYC, LA, London, Paris and Bali
 - High-achieving professional women, creatives, and entrepreneurs
 - Emotionally aware, spiritually curious, and ready to build soul-aligned success
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SERVICES + PROGRAMS OFFERED

- Business Automation Weekly Mastermind
 - <https://www.theconnectionmap.com/mastermind>
- **Uncovering Your Soul Purpose** (entry-level clarity experience)
 - <https://www.theconnectionmap.com/uncoverpurpose>
- Mentorship Program Overview:
 - <https://www.theconnectionmap.com/mentorship>
- Building your Soul Purpose Business(12-month intensive)
 - <https://www.theconnectionmap.com/soulpurpose>

EXAMPLE SPEAKING VIDEOS

- I am Creation Summit -1000 ppl. Minute 29:30 I start going into the audience.
<https://photos.app.goo.gl/KX5aRNZpCiBLLZFv9>
- Global Possibilities Summit
<https://www.youtube.com/watch?v=q2AVwkw67fo&t=255s>

FREE RESOURCES + TOOLS

- Free Resources, Workshops, AI tools, and Communication Frameworks: <https://www.theconnectionmap.com/store>
 - Mentorship Program Overview: <https://www.theconnectionmap.com/mentorship>
 - Free Connection Map Relationship Quiz (3-page report): <https://quiz.theconnectionmap.com/>
 - Joe's Communication AI Tool: <https://chatgpt.com/g/g-4Fdbbed9h-you-to-i-statement-formula-by-joe-che>
 - Podcasts & Meditations: <https://www.youtube.com/@Joe-Che/videos>
 - Connect via WhatsApp and All Channels: <https://www.theconnectionmap.com/seedling>
 - Instagram – @joe.che.tandle: <https://www.instagram.com/joe.che.tandle/>
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SOCIAL METRICS

- 21,000+ Instagram followers
 - 5,000+ Facebook followers
 - 13,000+ LinkedIn followers
 - 9,500+ email List
 - 20+ years leading transformational events + workshops globally
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SPONSORSHIP + PARTNERSHIP OPPORTUNITIES

- Event co-hosting and stage presence
 - Brand alignment with high-integrity audiences
 - Affiliate partnerships for services, programs + retreats
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MEDIA COVERAGE

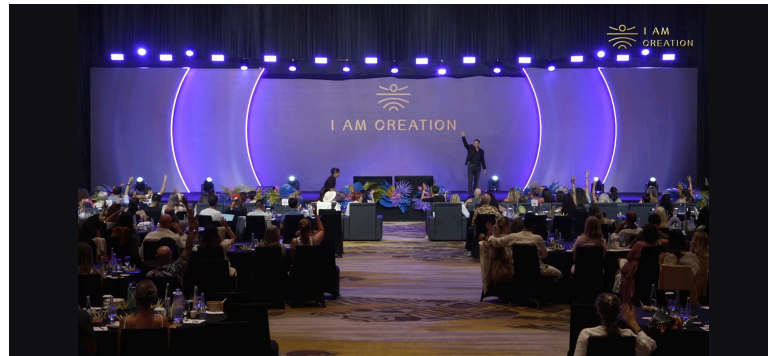
- Featured in The New York Times, NPR's All Things Considered, Telemundo, Univision, CBS, and Business Insider along with many podcasts and online and printed magazines.
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VISUALS AVAILABLE

- Headshot
 - <https://www.dropbox.com/scl/fi/66ct6yk0vllkpc1l47k9n/Joe-Tandle-Chair-Samantha-Less-than-2mb.jpg?rlkey=lc9h200vj15g19y8rqre978na&dl=0>



- Stage Shots
 - https://www.dropbox.com/scl/fi/4s36fdge15y00a82elt7a/1_Joe-On-Stage.zip?rlkey=9r81rkx4xs6n0q70sjq1zavh&dl=0



- More Professional headshots + event photos are available upon request
- Program banners and brand elements (available upon request)

CONTACT

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Email: joe@theconnectionmap.com

Instagram: <https://www.instagram.com/joe.che.official>

LinkedIn: <https://www.linkedin.com/in/joeche1/>

Youtube: <https://www.youtube.com/@Joe-Che/podcasts>
