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**REGISTRATION SEQUENCE – EMAIL 1**

RE: Generate More Inbound Leads [Free Training]

A well-built personal brand generates warm inbound leads and expands your reach and influence in an automated way every day.

Imagine being able to develop an automated ecosystem that is all around your message, mission, and passion that drove more awareness for your business while it also made a bigger impact in the world.

That is the reality for someone who has built an influential personal brand. And that is why I’m hosting this free training <https://www.monetizeyourpersonalbrand.com/allyfallon>

But the challenge is that there is so much noise and competition and other people who do what you do. And there are so many people posting every single day.

Plus, it’s so easy to get overwhelmed and lost in all of the strategies of content marketing. It is also easy to waste a tremendous amount of time without actually generating any revenue for your business.

Which is why I have brought in one of my close friends, and one of the world's leading experts on personal brand strategy, Rory Vaden, to do a free training for you <https://www.monetizeyourpersonalbrand.com/allyfallon>.

(OPTIONAL but Recommended): Insert how you know us and how we have helped you personally or helped someone in your network).

He himself, is a New York times best-selling author, Hall of Fame Speaker, and an eight-figure entrepreneur. And he and his wife and business partner, AJ, have a company called Brand Builders Group that has helped thousands of professionals from across the globe generate more awareness and drive more results for their business.

They work with all different experience levels of personal brands (including very beginners) but some of their more recognizable clients includes people like:

* Lewis Howes (NYT-bestselling author and host of The School of Greatness top 100 podcast)
* Sazan Hendrix (lifestyle influencer with millions of followers)
* Kevin Harrington (original shark on Shark Tank)
* Julie Solomon (Host of the Influencer podcast)
* Luvvie Ajayi (NYT-bestselling author and viral TED Talk speaker)
* Danielle Natoni (Top income earner in Direct Sales)
* Rick Steele (9-Figure Entrepreneur and 10x Iron Man)
* Anton Gunn (Former Senior Advisor to President Barack Obama)
* Nick Onken (Celebrity Photographer for Justin Bieber, Bono, Usher, and more)
* Brett Kissel (Male Vocalist of the Year - Canadian Country Music Awards)
* Mike Johnson (Star of ABC’s hit reality show The Bachelorette)
* as well as hundreds of people who are just starting out on their personal brand journey.

They help these mission driven messengers to grow their influence and income all while also making a positive difference in the marketplace.

We are going to be hosting this first ever free webinar training together called [“Monetizing Your Personal Brand.”](https://www.monetizeyourpersonalbrand.com/allyfallon)

In it, we are going to share the three biggest challenges that most businesses have in creating an effective system and brand, and the three biggest secrets for how to solve those problems.

I will be adding my commentary as I interview Rory, and we will draw out exactly the most practical techniques that you can use to immediately grow your business.

P.S. This is totally FREE, and I want to let you know in advance that there is nothing for sale at the end of this free training. It is just an opportunity for you to learn from someone who I think can really help and introduce you to some of Rory’s teams very effective strategies.

Look forward to seeing you there. <https://www.monetizeyourpersonalbrand.com/allyfallon>

(If you want to maximize your results, we suggest that you wait 2 days after you sent this message and send the exact same message again to your “un-opens.” That is a list of people who got the message the first time but never got a chance to open it. This simple strategy is one of the easiest ways to double your open-rates without upsetting anyone because they never actually looked at the first one so it will occur to them as you’re sending for the first time. FYI, additional message is on next page)

**REGISTRATION SEQUENCE – EMAIL 2**

(potentially around 48-72 hours after previous if they haven’t yet registered)

RE: Separate Yourself from the Crowd [Free Training]

One of the most secure strategies for getting more clients, raising your fees and generating more warm inbound business is to separate yourself from the sea of competition.

The more that you can create distinction around your uniqueness and your positioning in the marketplace, the more success you will have.

But the question is, “how exactly do you find your uniqueness and how do you create that distinct positioning from everyone else who is doing something similar as you?”

That is why I have invited my good friend, Rory Vaden, who is a New York Times Bestselling author, Hall of Fame speaker, and one of the world's leading Personal Brand Strategists, to do a free training webinar with me for you. <https://www.monetizeyourpersonalbrand.com/allyfallon>

On this training, I am going to interview Rory and have him explain his six-step Brand DNA process to help you go through a specific set of questions, and a tactical system to help you clearly differentiate yourself from all of your competitors.

(OPTIONAL but Recommended): Insert how you know us and how we have helped you personally or helped someone in your network).

Rory has not only provided me with insight and instruction over the years. Him and his firm, Brand Builders Group, provide personal brand strategy for several of the world's leading personal brands like

* Lewis Howes (NYT-bestselling author and host of The School of Greatness top 100 podcast)
* Sazan Hendrix (lifestyle influencer with millions of followers)
* Kevin Harrington (original shark on Shark Tank)
* Julie Solomon (Host of the Influencer podcast)
* Luvvie Ajayi (NYT-bestselling author and viral TED Talk speaker)
* Danielle Natoni (Top income earner in Direct Sales)
* Rick Steele (9-Figure Entrepreneur and 10x Iron Man)
* Anton Gunn (Former Senior Advisor to President Barack Obama)
* Nick Onken (Celebrity Photographer for Justin Bieber, Bono, Usher, and more)
* Brett Kissel (Male Vocalist of the Year - Canadian Country Music Awards)
* Mike Johnson (Star of ABC’s hit reality show The Bachelorette)
* as well as hundreds of people who are just starting out on their personal brand journey.

After this interview and training <https://www.monetizeyourpersonalbrand.com/allyfallon> , you will know exactly what it takes to differentiate your brand from everyone else.

You will have a plan to follow that truly helps you identify your own unique and uncopiable story that you can use in an aligned and powerful way to reach more customers.

This is an exclusive training that is with just me and Rory.

P.S. there will be nothing to buy at the end. There is no sales pitch and we will not be asking for any credit cards. This is simply a value-added opportunity for me to introduce you to someone who I really believe can help you.

We look forward to seeing you there! <https://www.monetizeyourpersonalbrand.com/allyfallon>

(If you want to maximize your results, we suggest that you wait 2 days after you sent this message and send the exact same message again to your “un-opens.” That is a list of people who got the message the first time but never got a chance to open it. This simple strategy is one of the easiest ways to double your open-rates without upsetting anyone because they never actually looked at the first one so it will occur to them as you’re sending for the first time. FYI, additional message is on next page)

**REGISTRATION SEQUENCE – EMAIL 3**

(potentially around 72 hours after previous if they haven’t yet registered)

RE: Expand Your Reach and Make a Bigger Impact [Free Training]

The beautiful potential of a respected personal brand is that you can improve the world and help other people while also building your business.

People don't do business with companies.

People do business with people.

As your personal brand grows, and your reach grows, and your influence grows, so will your impact and your income. But there are so many people that your prospects and customers can choose to do business with.

So why will they choose you?

Perhaps an even bigger question is: “How will they ever even find you?”

These are some of the biggest challenges and questions that I believe small business owners will be facing in the next generation.

And that is why I have my dear friend, Rory Vaden, who is a New York times bestselling author, Hall of Fame speaker, and the leading personal brand strategist in the world, coming in to provide a free training for you. <https://www.monetizeyourpersonalbrand.com/allyfallon>

Rory and his team at Brand Builders Group have developed a process that influencers like myself are learning from and using to expand their reach. And they’ve also been supporting other leaders like these:

* Lewis Howes (NYT-bestselling author and host of The School of Greatness top 100 podcast)
* Sazan Hendrix (lifestyle influencer with millions of followers)
* Kevin Harrington (original shark on Shark Tank)
* Julie Solomon (Host of the Influencer podcast)
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* Nick Onken (Celebrity Photographer for Justin Bieber, Bono, Usher, and more)
* Brett Kissel (Male Vocalist of the Year - Canadian Country Music Awards)
* Mike Johnson (Star of ABC’s hit reality show The Bachelorette)
* as well as hundreds of people who are just starting out on their personal brand journey.

(OPTIONAL but Recommended): Insert how you know us and how we have helped you personally or helped someone in your network).

In this free master class, I will be interviewing Rory on exactly what steps you can take to expand the reach of your personal brand to make it more find-able and to make a bigger impact in the world.

He's going to share strategies that not only help you to distinguish yourself from your competition, but to also help you to implement processes and procedures that automate and multiply your reach.

Register for it here. <https://www.monetizeyourpersonalbrand.com/allyfallon>

We're going to let you in on the behind the scenes practices of some of the world's biggest influencers and personal brands.

There is nothing for sale at the end of this free training. There is no request for credit cards to buy anything. This is just a chance to introduce you to my friend Rory and his team who I really trust.

I believe that this will be so helpful to you that I've asked Rory to do this training specifically with just me and him so that I could make sure that we maximize all of his knowledge and help it get applied directly to you.

I genuinely hope you will tune in to watch this training. I firmly believe that it is not only the best in class, but that it is truly practical and useful and will help you grow your business right away.

See you there! <https://www.monetizeyourpersonalbrand.com/allyfallon>