Monetize Your Personal Brand Campaign

Affiliate Partner Audio/Video Script

[For use as any/all of the following: Podcast Ad, Social Media Live, Social Media Story, Personalized Vidyard Video, and YouTube Videos]

SHORT

Recently I had a conversation with my friend and New York Times bestselling author Rory Vaden about building a personal brand that blew my mind! Rory’s company Brand Builders Group works with some of the most recognizable influencers on the planet and we discussed all of these insider secrets and strategies about how they’ve helped mission-driven messengers to grow huge podcasts, social media followings and multi-million dollar companies. If you’re an entrepreneur, influencer, or executive of any kind you have to watch this conversation of me and Rory. Just visit: <https://www.monetizeyourpersonalbrand.com/chalenejohnson> to check it out. This training is amazing and it will help you immediately get clear on how to grow your impact, your influence, and your income. Again that website to watch this free training with me and Rory Vaden from Brand Builders Group is: <https://www.monetizeyourpersonalbrand.com/chalenejohnson> . Make the time to watch this, I promise that you’ll be glad that you did!”

[NOTE: Curious about how to create a unique shortcut URL? No worries, we’ve got you covered! Watch the training [here](https://brandbuildersgroup.thinkific.com/courses/take/bbg4free-referral-partner-program/lessons/22790116-how-to-shorten-urls).]

LONGER

Whoa. If you are a small business owner, influencer or entrepreneur of any kind (or even if you’re an executive) you should watch this chat about the future of personal branding.

I sat down with my friend Rory Vaden who is a New York Times bestselling author, Hall of Fame Speaker and 8-Figure entrepreneur. But more importantly his company Brand Builders Group has worked with some of the biggest influencers on the planet to grow their reach, reputation and revenue. We got into a great discussion about why most people fail when it comes to using social media and doing business online.

I’ve actually been following Rory’s stuff for a while [optional: “I originally found out about Rory from \_\_\_\_\_\_] and there are a bunch of things I’ve learned about the mistakes that so many people make in trying to build and monetize their personal brand.

In this conversation we walk through this thing called the “Brand DNA Helix” which anyone can use to “find their own uniqueness” and figure out what they can do in their marketing to differentiate themselves from everyone else. It’s fascinating.

There’s not even something for sale at the end of this or anything. But this is one of the most valuable trainings I’ve ever put together and if you’re wanting some ideas about how to drive more awareness for your business you should check it out.

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CUSTOM TEMPLATE

[Note: This is a template that you can follow to create a highly personalized and powerful connection with your own audience and Brand Builders Group. Just follow the prompts and answer the questions and it will help you write your own script that you can use to tell your story about who you are and how you ended up working with BBG and why they might consider it also.]

Brand Builder Story Template

The reason I decided to start building my own personal brand was because [insert what happened or inspired you.]

And I don’t know about you but at times I’ve found it very hard to do because [insert your challenges].

Sometimes I get discouraged or frustrated by [insert the activities that throw you off].

But a while back I started following this company called Brand Builders Group. It was started by a husband and wife team who literally help entrepreneurs, influencers, and executives to develop a customized strategy for their personal brand.

They work with a lot of the biggest influencers in the world. I first learned of them by [insert how you met us].

Anyways, their co-founder is a guy named Rory Vaden who is a New York Times bestselling author, a Hall of Fame speaker and an 8-figure entrepreneur. He and I had conversation together about how to the best personal branding and it was so powerful!

We talked about all of the strategies and techniques they use to build online followings, have better marketing, and just build an overall better reputation. If you want to make a bigger impact in the world and grow your income, it’s really worth a listen.

Just visit: <https://www.monetizeyourpersonalbrand.com/chalenejohnson> to check it out. This conversation is amazing and it will help you immediately get clear on how to grow your impact, your influence, and your income. Again that website to watch this free training with me and Rory Vaden is: <https://www.monetizeyourpersonalbrand.com/chalenejohnson> . Make the time to watch this, I promise that you’ll be glad that you did!”

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