Monetize Your Personal Brand Campaign

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Message 1

It’s not every day that you get to hear New York Times bestselling authors share their secrets about how they’ve built their personal brands.

But you get to in this training I did with my friend Rory Vaden. It was such a powerful and enlightening conversation. We talked about:

* How to find your uniqueness and build a brand around it
* What you need to do if you want to separate yourself from all the noise
* The truth about what it takes to grow a large online following
* Systems that the biggest influencers use to generate warm inbound leads
* Why there is so much competition in the marketplace for attention and how to stand out
* 5 ways to monetize a personal brand

There isn’t anything for sale in this training. It’s just me asking Rory questions and him pouring out the lessons his company, Brand Builders Group, has learned in helping to build some of the biggest personal brands in the world.

If you’re any type of entrepreneur, influencer or executive you should really check this out. It’s worth the watch.

Click on the link in my bio (Insert your affiliate link- <https://www.monetizeyourpersonalbrand.com/chalenejohnson/> ) or just leave me a note here below and I’ll shoot you a DM so you can watch it.

Message 2

Sometimes I feel like there are things I’m doing wrong or secrets I haven’t yet figured out when it comes to driving more business from my personal brand. If you’ve ever felt that way or wondered the same thing, this training I just put together will rock your world!

I brought in my friend Rory Vaden (New York Times betselling author, Hall of Fame Speaker, and Cofounder of Brand Builders Group) sat down with him to just cut loose about all the lessons his company has learned building 8 figure businesses and some of the biggest personal brands in the world.

It was fascinating to hear how they think and the intentional strategies and frameworks they’ve used to grow online followings and digital reputation.

I don’t always love social media but listening to this conversation with me and Rory is one I think you’ll find insightful and inspiring.

If you are at all curious about the techniques and systems that the biggest influencers use to grow their followings and build their personal brand, you should watch this. There’s nothing for sale at the end or anything weird. It’s just a truly powerful conversation with my good friend Rory.

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Message 3

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

It was with my friend Rory Vaden who is a New York Times bestselling author, a Hall of Fame speaker, and Co-founder of a company called Brand Builders Group. He and his wife AJ (who is the CEO) have built 4 different 7-figure businesses and an 8-figure business, and today they provide personal brand strategy to some of the biggest influencers in the world.

I’ve actually been following Rory’s stuff for a while 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, he and I 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 been a part of and if you’re wanting some ideas about how to grow your business you should check it out.

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Message 4

Recently I’ve been following this guy Rory Vaden and his wife AJ and their company Brand Builders Group. They work with all these awesome people (some major celebrities and then a lot of just really cool business owners) to craft a customized personal brand strategy. Their content is so fresh and different.

Anyways, Rory and I had this conversation about all the things they’ve done to build their own personal brands and those of several other of the biggest influencers in the world and it’s incredible! This conversation is inspiring and informative and it’s just really cool to hear all the frameworks and strategies they use behind the scenes.

You should check this out. There’s not any weird sales pitch or anything. It’s just me and Rory (who by the way is a New York Times bestselling author, an 8-figure entrepreneur and has a viral TEDs talk) sharing some of the best secrets I’ve ever heard about building a personal brand.

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Message 5

[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.

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