

**Strategist Social Media   
Caption Swipe Copy**

**[For Facebook, Instagram, Linked In]**

Shape

Description automatically generated with medium confidence

Choose as many or as few of the 5 messages below as you like.

Feel free to edit/modify accordingly to fit your own voice and style!

**Please just don’t make any income guarantees or financial claims about what we can do for people as results vary based on each person’s individual circumstances.**

**Message 1**

All of us would benefit from having more people know about what it is that we do. But in almost every case, it can be hard to separate yourself from the crowd. That’s why I wanted to tell you about this…

Recently I’ve become friends with some of the team over at Brand Builders Group. These folks have a proven system and step by step process to help mission-driven messengers take their personal brand to the next level.

Their clients are **[choose most appropriate]:**

* New York Times bestselling authors
* Massive Online Influencers
* Legendary Podcast Hosts
* Hall of Fame and Viral TED talk speakers
* Celebrity TV Personalities
* Professional Services industry experts
* Top earning direct sales people
* Millionaire and Billionaire entrepreneurs
* And coaches, consultants and thought leaders from almost every major industry.

But they also work with people who are just starting out and everyone in between.

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

They are pretty much the best in the world at helping you find your uniqueness so that you can build and monetize your passion.

Because I’m close with them, right now they’re offering my friends and family a chance for a free brand strategy call for anyone who is serious about taking their personal brand to the next level.  You’ll be able to speak 1-on-1 with one of their top level personal brand strategists where they will help you build out your roadmap to grow your influence, impact, and income.

If you’re interested, click on the link in my bio **(Insert your link)** or just leave me a note here below and I’ll shoot you a DM so you can get connected.

They are really incredible. You’ll be blown away by all the people they’ve worked with and by their detailed frameworks and templates that make this all so much easier. If you have a desire in your heart to make more of an impact in the world you should check it out.

Click the link in my bio or message me and I’ll help make it happen!

**Message 2**

Are you ever curious what the biggest personal brands and influencers in the world are doing to help them grow so fast and reach more people?

Turns out that there is a very specific process and journey and set of systems that they use. I’ve been learning all about it from this company called Brand Builders Group.

Brand Builders has clients that are **[choose most appropriate]:**

* New York Times bestselling authors
* Massive Online Influencers
* Legendary Podcast Hosts
* Hall of Fame and Viral TED talk speakers
* Celebrity TV Personalities
* Professional Services industry experts
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They also work with people who are just starting out and want to build their personal brand as long as they are what they call “mission-driven messengers.” But it has been amazing to learn from them how much predictable structure there is to growing your personal brand.

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

The reason I am mentioning it is because right now, Brand Builders is offering any of my friends and family a chance to request a free call with one of their strategists. (Link is in my bio)

You’ll fill out a little form, and then hop on a call with them and they’ll want to hear about what you dream is, and where you are and what you hope to accomplish. But then on this first call they will also tell you literally what the entire process looks like to become one of the most influential personal brands in the world.

If it’s not for you then no worries. But if you’ve ever thought about using your personal brand to grow your business or make more impact I think you should chat with them. They’re awesome!

Click on the link in my bio **(Insert your link)** or just leave me a note here below and I’ll shoot you a DM so you can get connected.

**Message 3**

If you are a coach, consultant, trainer, author, speaker (or aspiring any of these) you should check out these people I’ve been working with called Brand Builders Group.

They help people who are what they call “mission-driven messengers,” which is anyone who wants to use their personal brand to make a positive difference in the world. Many of the people in the program are just beginning or intermediate but they also work with

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* Professional Services industry experts
* Top earning direct sales people
* Millionaire and Billionaire entrepreneurs
* And coaches, consultants and thought leaders from almost every major industry.

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

Because I’ve been working with them, they’re offering a free brand strategy call right now to anyone in my network who is serious about taking their personal brand to the next level. (The link for it is in my bio)

So if you’ve ever thought about writing a book, doing public speaking, building an online business, starting a podcast…

OR

If you already do those things and you want to learn what it takes to really grow them to the next level…

You should chat with these guys. Their team is awesome and their content is really good. And it’s hard to argue with all of the amazing people who they have worked with who are doing big big things in the world.

If you want to take them up on the free strategy call to learn what it’s all about, click on the link in my bio **(Insert your link)** or just leave me a note here below and I’ll shoot you a DM so you can get connected!

**Message 4**

One of the things I’m most afraid of is one day waking up and feeling like my life didn’t matter. I never want to feel like I didn’t use every moment I had to try and make the world a better place.

That’s why I started focusing on using my personal brand to grow my business. I want to make sure I’m helping as many people as possible. But I’ve also learned that it’s very very hard to do that.

There is so much noise online and there are so many posts that we all see every day. But I’ve actually been working very hard behind the scenes on my personal brand (which you’ll hear more about later!) with this amazing team called Brand Builders Group.

These folks help mission-driven messengers to build and monetize their personal brand. More importantly, they help people who have a desire in their heart to reach more people and serve more people to learn the process and mechanics of how to go about doing that in today’s digital world.

Most of the people they work with are earlier in their journey, but they are well known because so many of their past clients are people who have are or have become

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**Message 5: The Brand Builder Story 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.**

I realized that I wanted to start building my own personal brand when **[insert what happened or inspired you.]**

After that, I knew I had a calling to share my story and message with the world because I wanted to help other people and I wanted to make this world a better place.

But as soon as I decided to build my personal brand I tried **[insert your early steps].**

And while I made some progress, for the most part I kept running into [insert the challenges and obstacles you couldn’t figure out or get past].

After struggling with that for **[insert appropriate amount of time]** I started to feel [insert the negative emotions you were feeling at the time].

But then I heard about this company Brand Builders Group from **[insert how you heard about us].**

And I heard them saying things like “find your uniqueness” and “you are most powerfully positioned to serve the person you once were” and “someone out there needs you right now more than you need them.”

As I looked more and more into them I started to realize **[what caused you to buy from us initially].**

Now I have been a client with them for **[insert length of time]** and I’d say the biggest things that I”ve learned from them or that they have helped me with is **[insert whatever has been most beneficial for you about our program].**

The more I learn about their systems and structure and processes the more I feel **[insert how you’re feeling about your future**].

The reason I’m sharing this with you is because right now they’re offering a free brand strategy call to anyone in my network who is serious about taking their personal brand to the next level. (The link for it is in my bio)

So if you’ve ever thought about growing your personal brand and making a bigger impact in the world you should chat with these guys.

Their team is awesome, their content is great and their client roster is a bunch of amazing people.

If you want to take them up on the free strategy call to learn what it’s all about, click on the link in my bio **(Insert your affiliate link)** or just leave me a note here below and I’ll shoot you a DM so you can get connected!

**[For Twitter]**

**Tweet 1**

If you’re looking for a coach to help you build and monetize your personal brand, you should check this out: [insert your unique affiliate shortened url] #brandbuildersgroup #personalbranding

**Tweet 2**

Did you know that almost all well-known authors, speakers and influencers follow a formula. You should see this: [insert your unique affiliate shortened url] #brandbuildersgroup #personalbranding

**Tweet 3**

If you’ve ever wanted to grow your online following or reach more people this is who you should talk to: [insert your unique affiliate shortened url] #brandbuildersgroup #personalbranding