

brand builders

The Future of Marketing is Here

LICENSE OUR CONTENT



About

BRAND BUILDERS GROUP

Our Mission

At Brand Builders Group, we are on a mission to help every person identify their voice, tell their story, and share their message.

As a part of accomplishing that mission, we're dedicated to teaching people the power of building a rock-solid reputation and how to turn that reputation into revenue because we believe that mission matters more than money.

**We do not brand companies.
We brand people.**

At our core, we focus on teaching people the fundamentals of becoming the kind of person that people want to do business with. We teach people how to grow their influence and expand their reach, because we know that regardless of how good you are, if no one knows about you they cannot buy from you.



Who We Are

People who talk the talk and walk the walk. We have personal brands. We build personal brands. We teach and create from first-hand experience.

Content Creators. We create original and applicable content to help our audience build, grow, and monetize their personal brand.

Mission Focused. We believe each person is designed with a specific purpose in mind. We created Brand Builders Group to help people discover and live into that purpose.

Relentlessly dedicated to being the best at what we do, innovating to stay ahead of the curve, and building strong bonds and relationships within our community.

“

We are passionate about helping people identify what problem they solve, who they solve it for, the unique way in which they solve that problem, and determining how to make money solving that problem.

**AJ & RORY VADEN, CO-FOUNDERS
BRAND BUILDERS GROUP**





Content License

GET ACCESS TO OUR CONTENT

Who is the ideal content licensee?

Independent Coaches, Trainers, and Consultants.

If you already have an existing business and you are looking to expand your services, grow your clients, and increase your revenue.

Speakers.

If you consider yourself a “professional speaker” and you need fresh new content, ancillary revenue streams, and extended offerings.

Corporate Trainers.

If you are a full-time employee within a corporate environment who leads or conducts personal and professional development for your company.

Marketers.

If you are in the corporate branding and marketing space and you need to expand into personal branding.

If this is you, keep reading!





CONTENT LICENSING

We believe that each person has a story and a message that can change lives. But it takes work to discover, identify, and clarify that message and turn it into something that you can do full time to build a life you love. We know that by sharing access to our content, frameworks, and methodology more people, like you, will feel informed and empowered to go out and use this to help others build, grow, and monetize their personal brand.

Our content licensing program gives you access to our proprietary content including video courses, custom trainings, workbooks, keynote presentations, webinar presentations, slide decks, live recordings, sample teaching modules, and access to our team and community for troubleshooting and support. You also get access to our 2-day live event so you can experience the content firsthand, as an attendee, to help you to build and grow your own personal brand!

The why is simple, you need quality content that works and gets real results for the people you serve. You want to be well educated on how to help your clients with this aspect of their business. And you need a set of content that can guide you and teach you how to help someone else begin this journey.

What

How

Why



Here's What Is Included

01

**Content
Certification**

02

**Referral
Partner**

03

**Get
Referrals**

04

**Keynote
Presentation**

05

**Webinar
Presentation**



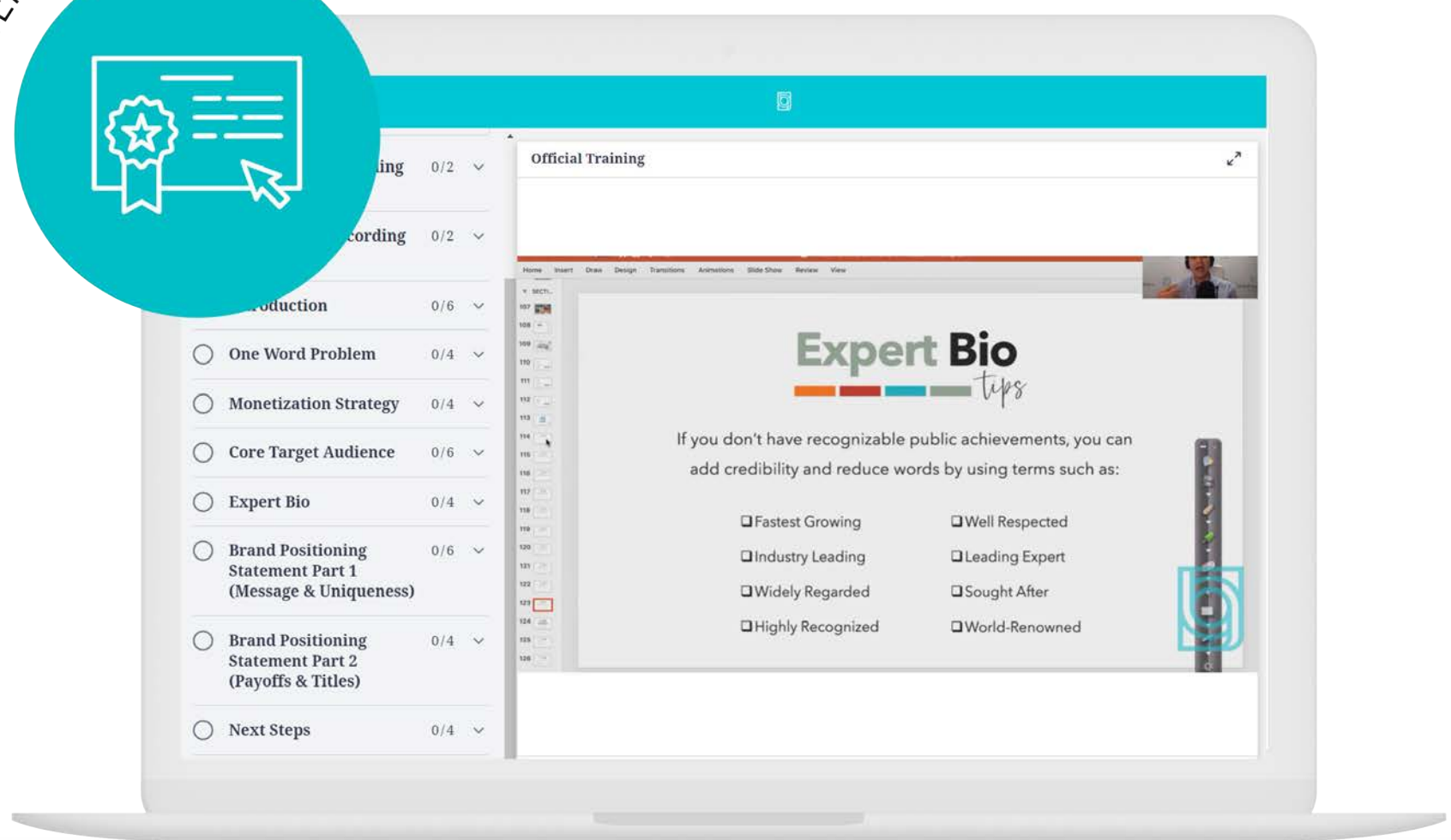


Content Certification

FINDING YOUR BRAND DNA

What's Included

01 Content Certification



Your annual licensing includes several different perks and benefits but the at the heart of your investment is in the content certification. You are getting access to decades of learning, research and experience paired with decades of first-hand experience compiled and condensed into a set of curriculum that will help someone build the foundation of a bestselling personal brand.

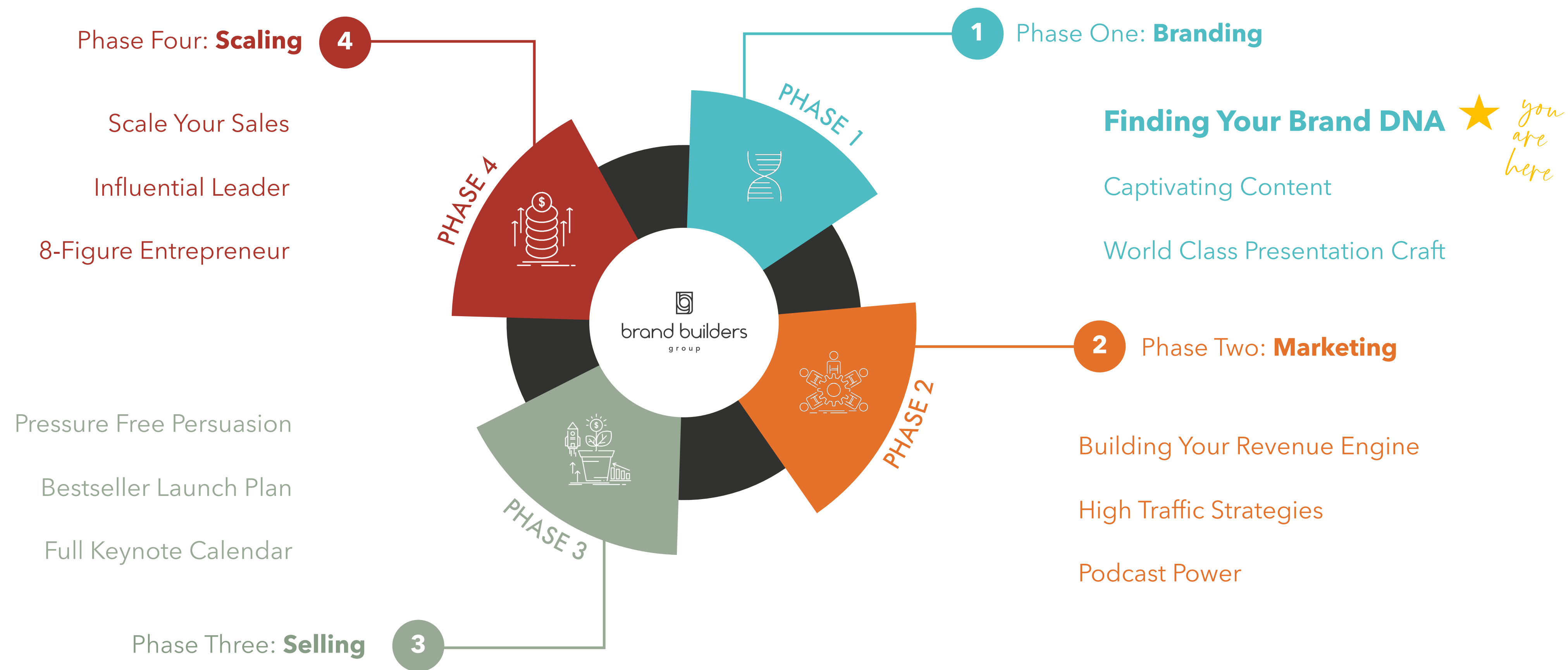
Your content certification includes:

- ✓ 16 hours of video course content including tactical training and live recordings of experiential client coaching
- ✓ 98 Page Workbook
- ✓ More than a dozen supplemental videos on nuanced training content, FAQs, and delivery specific guidelines to help you best understand and deliver your licensed content
- ✓ A ticket to our 2-day event to experience the content training live with our team of personal branding experts. You will be immersed in our members only event giving you the chance to experience our content as an attendee and go through the process for yourself before you begin to share this information with the world. (

Video Course and Workbook	★	\$599 Retail Value
Ticket to Live Event	★	\$3,000 Retail Value
Training Resource Library	★	Priceless



OUR PROCESS



**Brand
Builder**
JOURNEY





Our flagship personal brand curriculum, FINDING YOUR BRAND DNA, is where everyone, and we mean everyone, begins their personal brand journey.

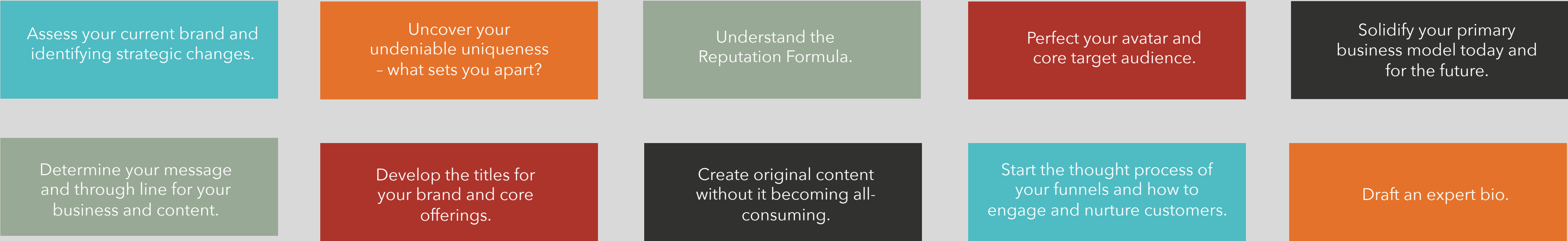
No matter how established or successful you are.

Why? Because this is the heavy lifting phase. This is where you set the trajectory of your personal brand and decide how you are going to convert your calling into making an impact and generating income. This is both brand strategy and business planning all in one comprehensive curriculum. Determining the problem you solve, your unique offering to the world, your business model and your core target audience are just a few critical pieces we help you discover in our Finding Your Brand DNA certification.

Learn how to find your uniqueness and leverage it to create more influence, impact, and income.

These 4 elements are at the core of every successful personal brand. This sets a solid foundation that will **ensure your message reaches the audience you were built to serve**. It will also **accelerate your reach** and simultaneously **grow your revenue**.

We teach you, so you can teach your clients, how to:



What's Included

02 Referral Partner

Along with your annual content license, you get automatic status approval to become a Brand Builders Group referral partner.

Our referral partner program is called BBG4Free because our first goal is for you to be able to make enough money from introducing people to us and our free online trainings that you can cover the financial investment you are making with Brand Builders Group.

If you introduce 10 customers to us who invest at your same level, then your annual licensing fee will effectively be FREE.

Earn 10% lifetime referral fees as mailbox money!





Can we send you some money?!

The entire program gives you a series of assets that you can copy, paste and send to your network.

YOUR LIBRARY OF ASSETS INCLUDES:



Social Assets



Email Assets



Audio & Video Scripts



Bonus Assets



(Sample graphics from the Influential Personal Brand Summit funnel)

What's Included

03 **Get Referrals**



As a benefit of getting certified in our content you get preferred access to our Brand Implementation Partner program. We are a strategy firm, not an execution firm. But our clients need a lot of execution work so our goal is to make it easy for them (via our content licensees) to source great vendors who can help them implement the strategy work they complete with Brand Builders Group.

You can apply to be a preferred implementation partner and make your current services available to our clients through our partner program. Please note, we do vet you the same way we would vet any vendor. Our promise to our clients is that we have vetted you, tested you, seen your work, and would use your services ourselves.

But all things being equal (assuming you are as good as we expect) we will direct our clients to our content licensees **first** because we know that you know our methodology, philosophies, and content structure.

This makes it easier for our clients and it makes it easier for you to work with our clients.

[Learn More](#)

How It Works

STEP 1: Position Your Services

Work with our team to clarify positioning with your unique services. Acceptance as one of our brand implementation partners includes an upfront strategy session with our team to ensure you are best positioned to serve the needs of our clients while also attracting the best clients for your business.

STEP 2: Align Your Services

If applicable, align your services with the Brand Builders Group methodology to ensure a smooth handoff from our strategy work to your implementation services.

**Note, this does not apply to all partners.*

STEP 3: Promote Your Services

Help us promote you! In an effort to increase exposure to our community we invite you to do any and all the following:

- Host unique trainings in our Facebook Group and in our virtual trainings
- Sponsor one of our events and lead an expert panel
- Get listed in our partner directory
- Apply for the opportunity to be featured on The Influential Personal Brand Podcast

RETAIL VALUE \$5,000

By being a content licensee, you get preferred access to our clients looking for services you provide!

And just like we pay you 10% for sending us leads, when you become a preferred implementation partner, we become your affiliate and you pay us 10% of total project revenue for any client we send your way.



Get maximum exposure



Showcase your expertise



Hyper focused marketing



Priceless



What's Included

04 Keynote Presentation

KEYNOTE PRESENTATION



In addition to getting certified in our content curriculum we also provide you with a fully built keynote presentation for you to add and offer as one of your signature speaking topics. Your keynote presentation package is titled **The Influential Personal Brand**.

Your content license includes access to a beautifully designed, ready to go keynote Power Point pre-built with data slides, call out moments, GIFs, animations, and plug 'n' play opportunities for you to add a little of your personality into the presentation.

In addition to the slide deck, you get access to our 60-minute keynote live recording to help you learn, study, and absorb the information in a way designed to be delivered from stage to a live or virtual audience.

With that live recording you also receive a transcript of the recorded speech along with comments, tips, and explanations.

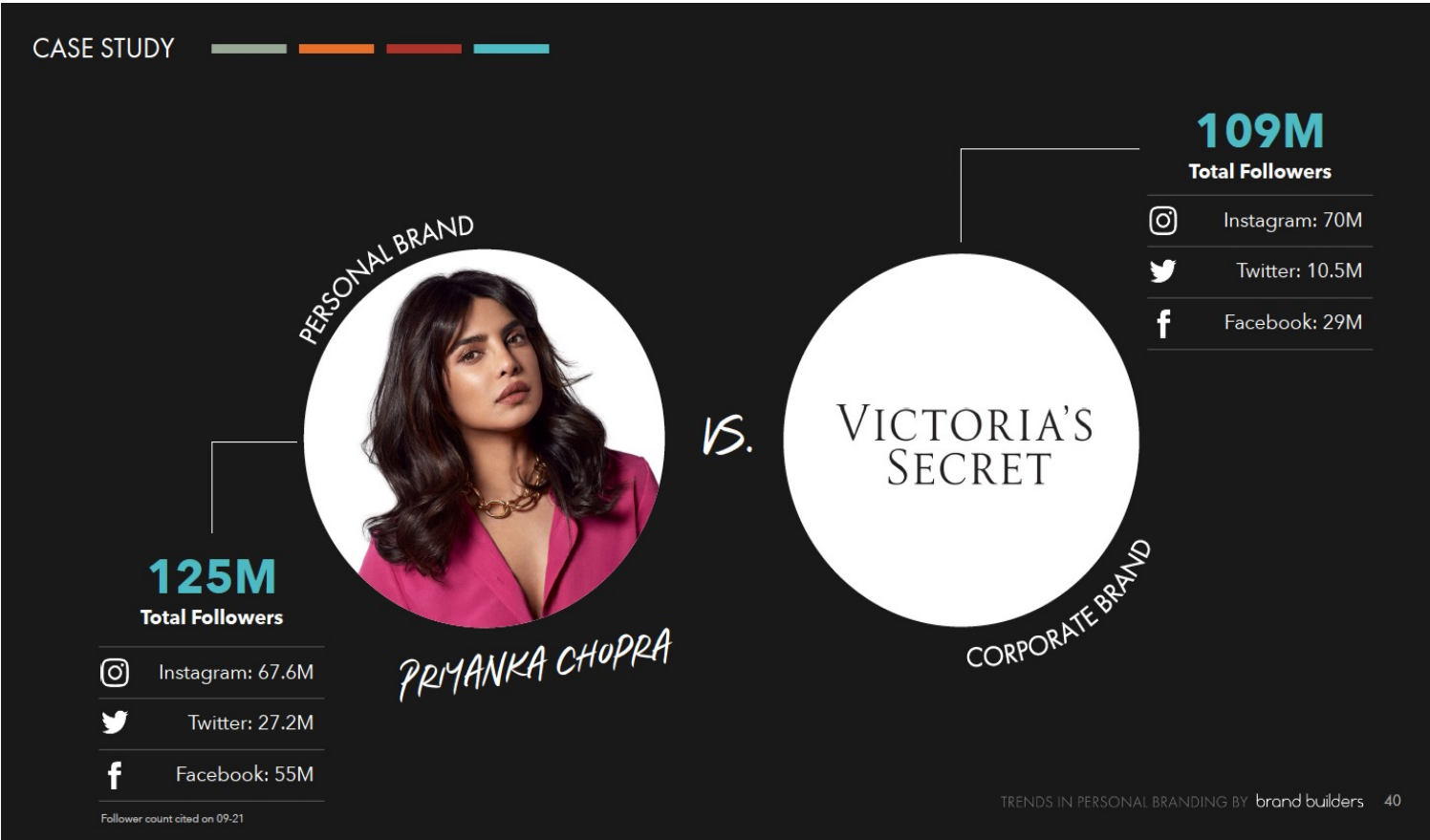
And last but not least, we provide you with a keynote program description so you can start promoting this topic as one of your presentation topics.

Just think about how long it takes to create a 1-hour speech. Then think about how much effort, and money, it takes to design a well curated presentation that meets the quality of your content. Then think about how much practice it takes to master moments for pause, humor and sincerity in a speech.

Yep, we got all that wrapped up with a pretty bow included in your annual licensing fee.

KEYNOTE PRESENTATION

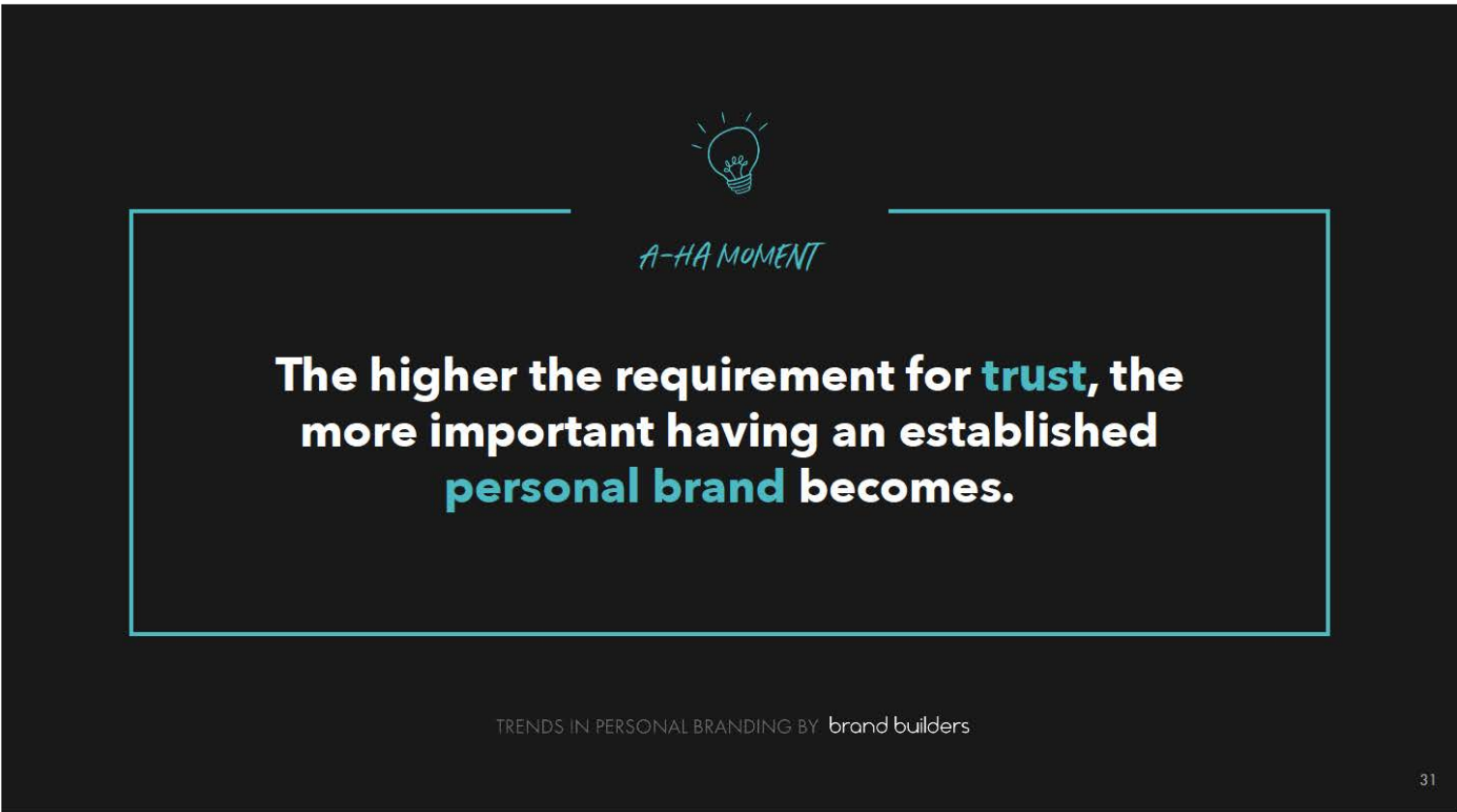
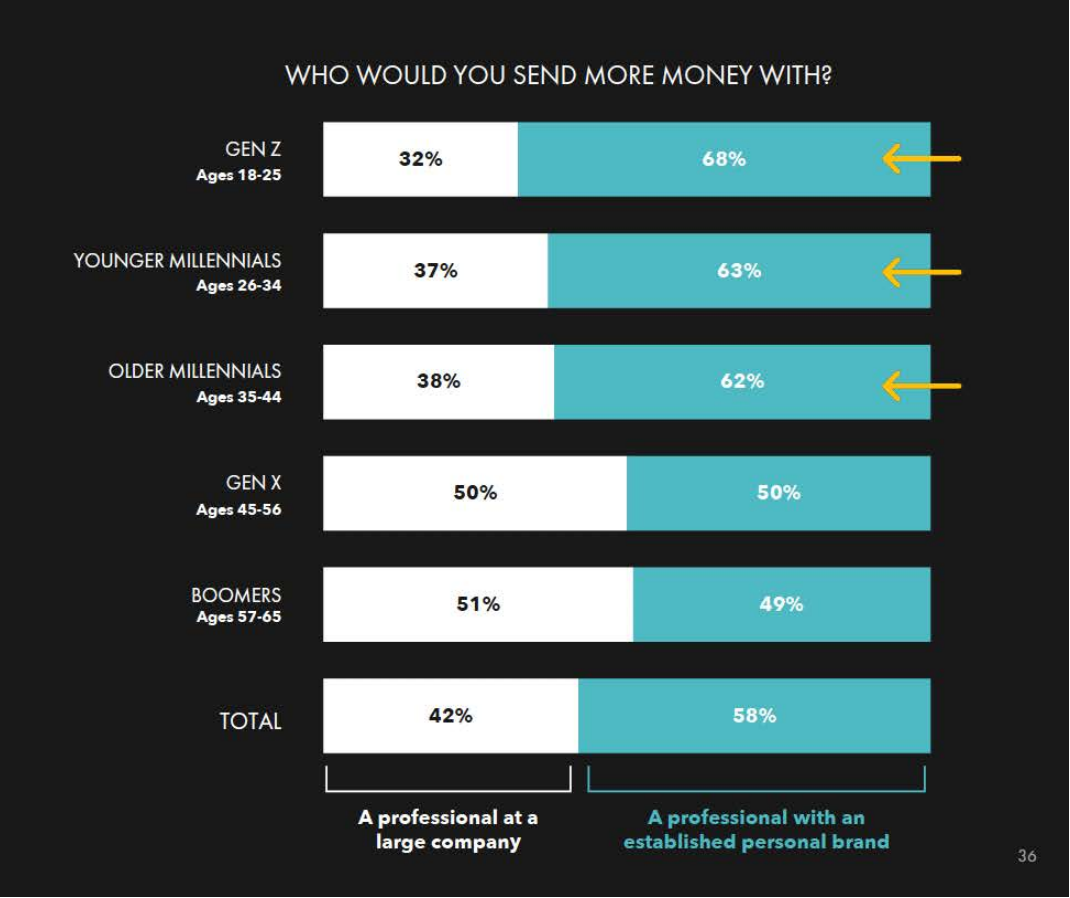
Sample Slides



58% of Americans would be willing to **pay more** to receive their services from a professional who **does NOT work at a large company but has an established personal brand.**

Younger generations (age 18-44) are more likely than older generations (age 45+) to pay more to receive services from a professional who doesn't work at a large company but has an established personal brand compared to a professional at a company or firm.

Q: Who would you be willing to pay more to receive their services? Select one.



What's Included

05 Webinar Presentation



We would be out of touch if we didn't also include a fully built out webinar presentation that is included in your annual licensing fee.

Your 3-in-1 webinar kit includes a designed and ready to go webinar Power Point presentation, live recording of us conducting the webinar, and a transcript of the recording for study purposes. It's everything you need to go live!

- You can host live webinars or record it and make it an evergreen offering
- You can use this for training or as a lead magnet
- You can host these for free or charge a registration fee
- You can host them daily, weekly, monthly or just 1x
- You can do a 30-minute, 60-minute or 90-minute version
- You can host these as open webinars or conduct private webinars just for organizations

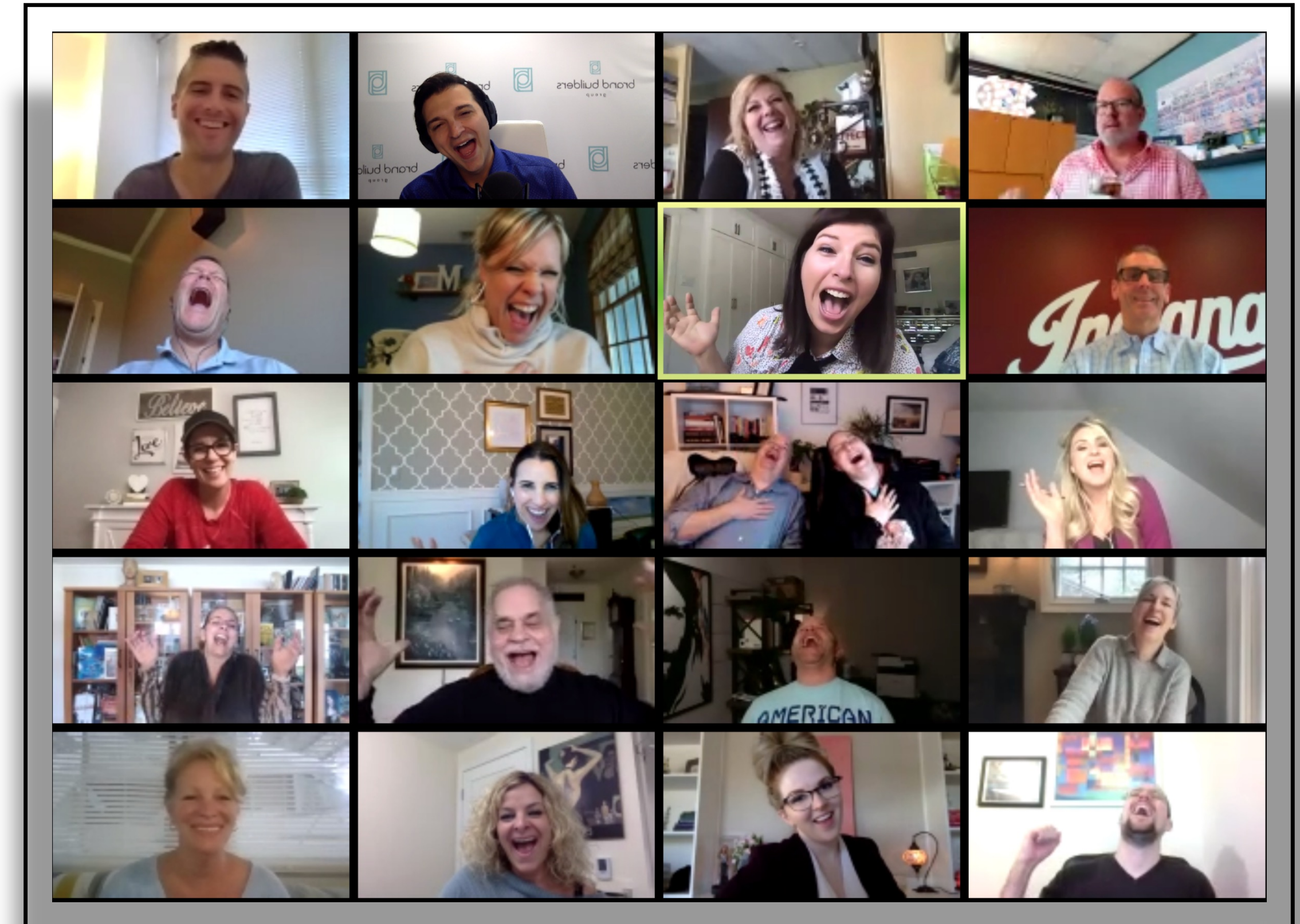
We give you the content and you decide how you want to use it. The content included in the webinar presentation is based on our **Trends in Personal Branding** national research study and is jam packed with our findings in a data driven format backed with current case studies and easy to implement ideas that will have immediate impact for your audience. And your business.

brand builders X cgk The Center for Generational Kinetics

Trends in Personal Branding

NATIONAL RESEARCH STUDY

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YOU CAN

- ▶ **01** Include our licensed curriculum into your existing content offerings
- ▶ **02** Offer private workshops and trainings to companies and organizations
- ▶ **03** Include our licensed curriculum as a component of your current service offerings
- ▶ **04** Sell and deliver keynote presentations with our licensed curriculum
- ▶ **05** Offer free or paid webinars with our licensed curriculum
- ▶ **06** Promote your content certification in an effort to gain new clients, increase fees, or enhance your credibility

YOU CANNOT

- ▶ **01** Offer identical nor competing services of Brand Builders Group
- ▶ **02** Host or sell tickets to public events or workshops using our licensed curriculum
- ▶ **03** Utilize our licensed curriculum as the only content or service offering you provide (ie. you only do personal branding using our content)
- ▶ **04** Remove the Brand Builders Group logo or citations on any slide or deliverable that includes licensed content
- ▶ **05** Alter existing content included in the current slide decks nor remove the Brand Builders Group logo or citations where licensed content is used
- ▶ **06** Use our licensed curriculum to certify other individuals

YEAR 1
CONTENT LICENSE FEE
\$5,000



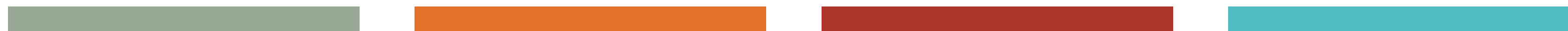
ANNUAL LICENSE
RENEWAL FEE
\$3,000





LICENSEE BONUS:

- As an active licensee you get free admission to our annual Strategist Summit where you get access to today's thought leaders on personal branding, ongoing training, networking and community building with like minded professionals
- As an active licensee you also get access to our strategist only online community via Thinkific. This is a 24/7 digital platform where you can ask questions, get feedback, receive advice, network and build relationships within the Brand Builders Group community



BRAND BUILDERS GROUP CERTIFIED STRATEGIST:

- \$2,500 Annual Add-On Fee
- All active content licensees can apply to be Brand Builders Group certified strategists
- Certified strategists receive ongoing training and earn eligibility to work directly with Brand Builders Group membership clients (1-on-1 coaching, presenting at live events, and hosting private client intensives)
- Annual fee covers additional training, support, and technology
- You can only apply to be a certified strategist once you have completed all content certification



CORPORATE TRAINING RESOURCE PACKAGE:

- \$50 per attendee
- Add a resource package for each attendee at your training events
- This includes a digital workbook and video course per email address submitted
- Attendee gets lifetime access to the digital course, as long as your license remains active
- Simply add this per attendee rate to your training proposal and instantly double the value you are providing without adding additional work to your plate



Join Us!

TO HELP PEOPLE AROUND THE WORLD
BUILD & MONETIZE THEIR PERSONAL BRAND

Contact us today:

↪ certification@brandbuildersgroup.com