



LIVE TRAINING

The Mindset of Making Millions of Dollars with Your Personal Brand

WITH 2X NEW YORK TIMES BESTSELLING AUTHOR RORY VADEN

BROUGHT TO YOU BY BRAND BUILDERS GROUP



JASMINE STAR

Jasmine Star



LIVE TRAINING

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Today You Will Learn...



3 lies Experts believe
that keep them broke

Today You Will Learn...



3 lies Experts believe
that keep them broke



10 Ways to make \$1
million with your
personal brand

Today You Will Learn...



3 lies Experts believe that keep them broke



10 Ways to make \$1 million with your personal brand



Stories of our real-life clients who have actually done it

Today You Will Learn...



3 lies Experts believe that keep them broke



10 Ways to make \$1 million with your personal brand



Stories of our real-life clients who have actually done it



The exact mindsets and methods you can apply to make more money in your business.



To get a copy of the slides from today's training stick around to the very very end and we will tell you how to get them.



HAPPY BIRTHDAY!

Sig





My Goal From This Training

I want to help people like me. People who either never grew up around money and/or who never had access to wealthy people who could or would teach them the truth about making money. I want to help you make more money so that you can help more people.





LONGMONT'S ANDY OSBORN trained hard in the offseason to become the area's best as a junior. He was the same before his senior year with the Trojans.

TALL ORD

LONGMONT'S BIG GUY WORKED HARD TO BE

By Steve Hemphill
The Daily Times-Call

LONGMONT — Our society has a few guarantees people can always count on.

Things like death, taxes and it will always be somebody else's numbers that come up in the lottery.

The same goes for the game of basketball.

For instance, fans always think the other team is getting all the calls. Also, no matter how much research you do, those NCAA Tournament brackets are going to be embarrassingly off by Final Four time.

Then there's the well-known Big-Man Theorem.

It simply states that if a coach has a player standing 6 feet, 6 inches or taller, he or she will get as many chances as possible to prove his or herself.

And then some ...

Standing 6-8, Longmont's Andy Osborn qualifies for the "There's Always Another Chance Club."

Only thing is Osborn didn't need any lifelines. By the end of his junior year, Osborn proved he belonged in the Trojan lineup not just because he was tall, but also good.

Good enough to be named the Daily Times-Call 1999-2000 Boys Basketball Player of the Year.

Be sure, however, that Osborn didn't become the best basketball player in



THE 1999-2000 Times-Call All-Area Boys Basketball Team. Top left: Longmont's Federico Cozzo, Skyline's J.J. Raterink, Longmont's Jack Bain and Andy Osborn.

town just because he towers over the rest of the crowd.

Maybe it helped, but so did his other skills.

Take his ability to score, for instance.

Osborn shot bet close range, ma also was top reb for the Northern

■ See TALL/C

ON PAGE C3: Second team, honorable mentions and final statistics for 1999





Perkins
RESTAURANT
& BAKERY



I USED TO THINK
MAKING MONEY WAS...

hard, **unspiritual**, required **luck** or was only
for **greedy** people

AJ's
SPIRITUAL GIFT



I'VE LEARNED THAT
MAKING MONEY IS...

I'VE LEARNED THAT
MAKING MONEY IS...

simply a **skillset** and a **mindset** that can be
learned like anything else.



**The human body can take
damn near anything; it's the
mind that needs conditioning.**

- NAVY SEAL JOE



Handwritten notes on lined paper, including a table with columns and rows of text. The notes are organized into sections, with some text enclosed in a red rectangular box. The paper is pinned to the board with several colorful pushpins (purple, yellow, green, blue).

Intelligent Performance

A central collage titled "Intelligent Performance" featuring a large golden circular object in the center. Surrounding it are several smaller images: a person's face, a person in a red and black outfit, a person in a blue shirt, and various other scenes. The collage is pinned to the board.

Handwritten notes on lined paper, organized into sections by blue horizontal lines. The text is dense and appears to be a list or a series of points. The paper is pinned to the board.



Handwritten notes on lined paper, including a section titled "Take Stairs" with a small diagram. The notes are organized into sections and are pinned to the board.



You Must Dream Big

Take the Stairs

#1 Wall St Journal Bestseller

#1 USA Today Bestseller

#1 Amazon Bestseller

#2 New York Times Bestseller



SPEAKER

**10 TOP
TECH TOOLS**

FOR SHOESTRING
BUDGETS

SOCIAL MEDIA + VIDEO =
**MAXIMUM
IMPACT**

**PLANE
LANGUAGE:**

SHOULD YOU MAKE
IN-FLIGHT SMALL TALK?

NSA MEMBER
**SURVEY
RESULTS**

LAPTOPS
VERSUS
NOTEBOOKS
PAGE 34

TAKE THE STAIRS

Rory Vaden's inspirational climb to success

Rory Vaden, MBA, speaker,
author and strategist



FOX NEWS channel **FOX NEWS channel** **FOX & friends**
PROCRASTINATE ON PURPOSE **HOW WAITING UNTIL THE LAST MINUTE CAN HELP** #betterwithfriends
 ...IM AROUND THE WORLD HAVE REPORTEDLY PLEDGED ALLEGIANCE TO ISIS
 0:23 / 3:23



SECRETS TO SELF DISCIPLINE
NYT BEST-SELLER DISCUSSES STEPS TO SUCCESS





To Build Trust

YOU
BY YOU
FROM YOU



To Build Trust

- 1. Trust
- 2. Trust
- 3. Trust



all-in





The Trent Shelton Podcast

793: Build Your Brand, Master Your Focus, and Serve Who You Once Were



The Goal Digger Podcast

831: How to Build a Brand that Turns Your Reputation into Revenue



Handwritten notes on lined paper, including a table with columns and rows of text. The text is mostly illegible due to blurring.

Intelligent Performance

A collage of images and text. The central focus is a large, circular, golden, textured object. Above it, the text "Intelligent Performance" is visible. To the left, there is a portrait of a man's face. Below the golden object, there are several smaller, rectangular images, some of which are circled in orange. The collage is surrounded by other smaller photos and text fragments.

Handwritten notes on lined paper, organized into sections with blue horizontal lines. The text is mostly illegible due to blurring.

Entertainment

A collage of images and text. At the top, the word "Entertainment" is visible. Below it, there is a large image of a man's face. To the right, there is a smaller image of a car. Below the car, there is an image of a person sitting. At the bottom right, there is a section titled "Take Stairs" with a small image of a staircase. The collage is surrounded by other smaller photos and text fragments.

Handwritten notes on a lined page, including a table with columns and rows of text. The page is pinned to the board with several colorful pushpins (purple, yellow, green, blue).

Intelligent Performance

A collage of images pinned to the board. The central image is a large, textured golden circle. To its left is a portrait of a man with a beard. Below the golden circle is a photograph of a person in a red jacket. To the right of the golden circle is a photograph of a tall, thin structure. Several other smaller photographs are scattered around the main images.

Handwritten notes on a lined page, organized into sections by blue horizontal lines. The text is dense and covers most of the page.

A collage of images pinned to the board. The top image is a photograph of a shirtless man. Below it is a photograph of a car. Further down is a photograph of a person in a dark setting. At the bottom right is a poster with the text "Take Stairs" and an image of a staircase.

I'VE LEARNED THAT
MAKING MONEY IS...

simply a **skillset** and a **mindset** that can be
learned like anything else.

Thirteen different clients have grown their annual revenues by more than \$1 million/yr since working with BBG



Candy
Valentino



Anton
Gunn



Ian
Koniak



Lisa
Woodruff



Lewis
Howes



Ed
Mylett



John and
Sherri Monte



Tyler
Bloom



Matt
Miller



Cherian
Koshy



Dr. Gabrielle
Lyon



Brittany
Hodak



Blake Erickson
and Dr Ben
Hardy

Poll Question:

If I had to guess, my parents combined annual income while I was growing up was (in USD):

- A. Less than \$50k per year
- B. \$50k-\$100k
- C. \$100k-\$250k
- D. \$250k-\$500k
- E. More than \$500k

Is this just a
Sales *PITCH?*

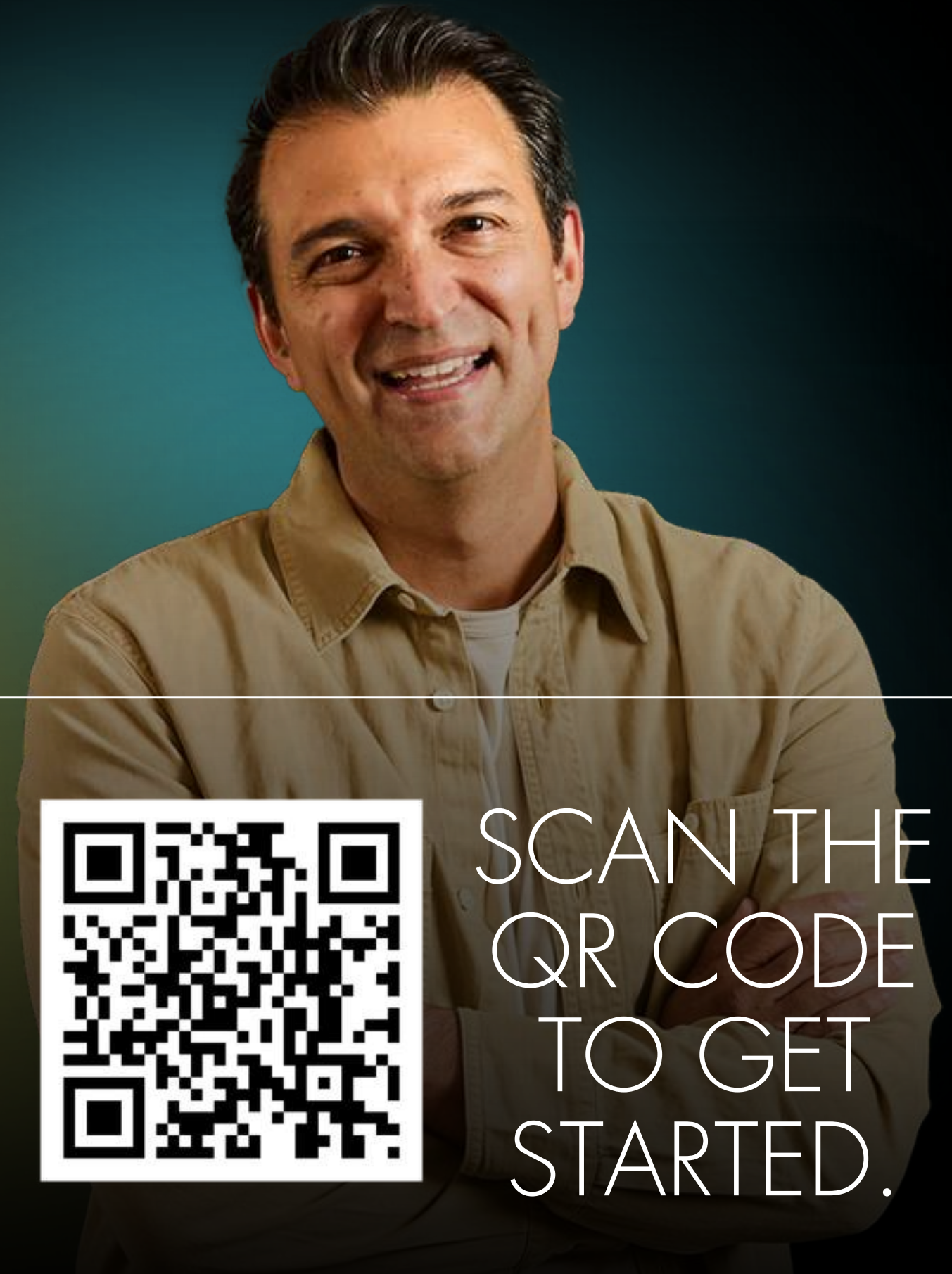
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1 Limiting Belief

Most people think about keeping money **short-term**.



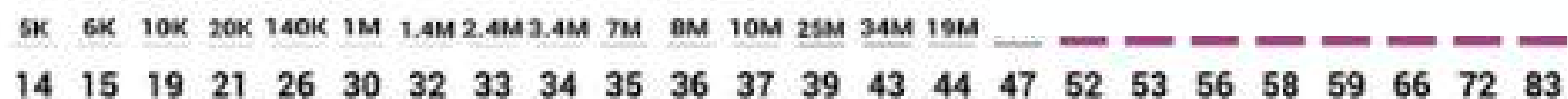
Net worth of Warren Buffett



Warren Buffett's Age



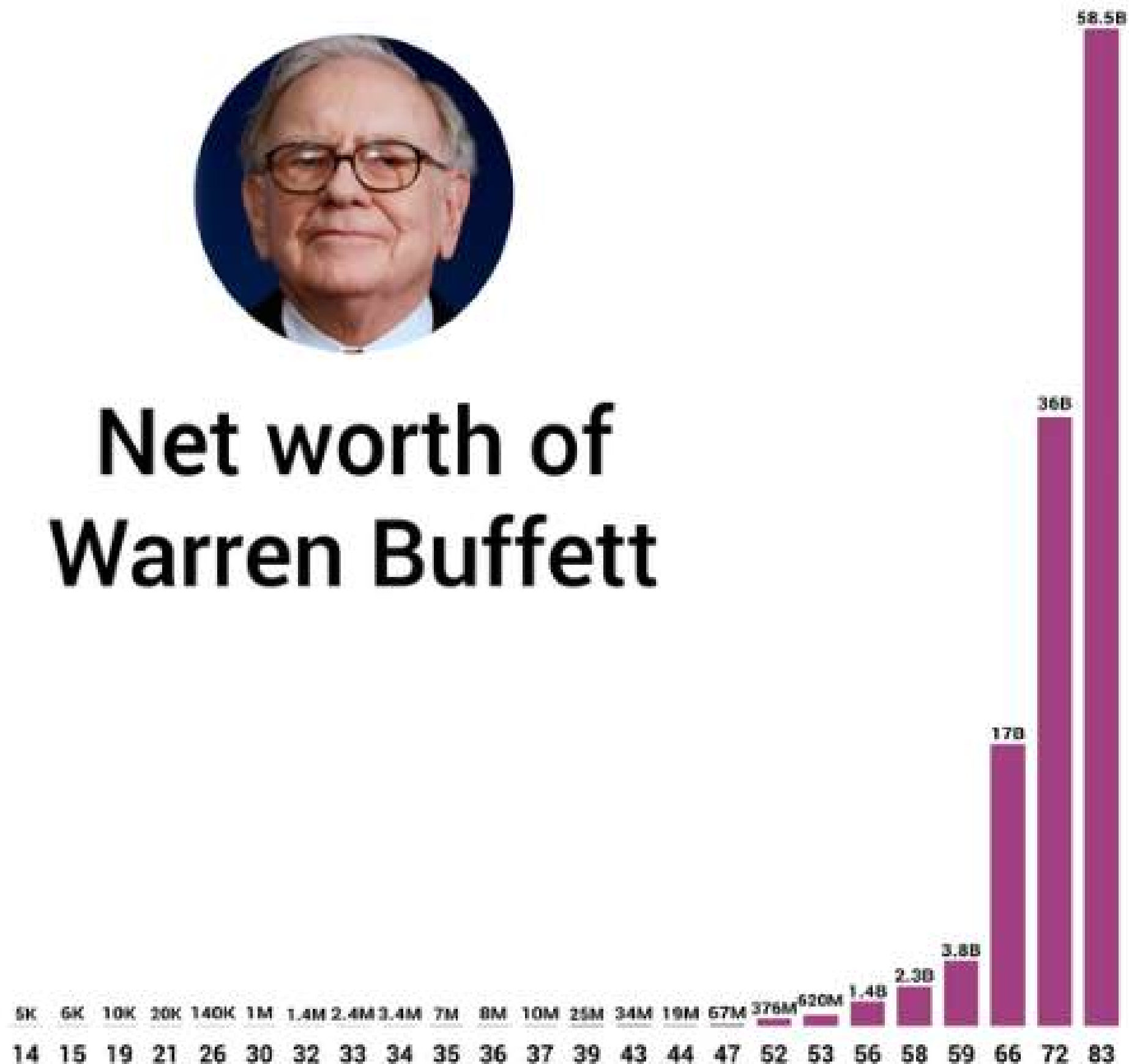
Net worth of Warren Buffett



Warren Buffett's Age



Net worth of Warren Buffett



Warren Buffett's Age

Million Dollar Mindset

Most people think about keeping money **short-term**.
Wealthy people think about making money **long-term**.

YOU ALWAYS GET PAID FOR HOW HARD YOU

Learn & Work

YOU ALWAYS GET PAID FOR HOW HARD YOU

Learn & Work

Sometimes now, often times later, but **always eventually**



**Write in your notes, "I believe it"
if you trust that if you invest now
it will pay off later.**

Million Dollar Business Model Map

10 Ways to Make a Million Dollars with Your Personal Brand

Million Dollar Business Model Map

10 Ways to Make a Million Dollars with Your Personal Brand

**Number of
People**

Paying You
(One Time)

**Business
Model**

10,000

\$100

Million Dollar Business Model Map

10 Ways to Make a Million Dollars with Your Personal Brand

**Number of
People**

Paying You
(One Time)

**Business
Model**

10,000

\$100

Courses

Amy Porterfield

Entrepreneur, Online Marketing Expert,
and Bestselling Author



Million Dollar Business Model Map

10 Ways to Make a Million Dollars with Your Personal Brand

Number of People	Paying You (One Time)	Business Model
10,000	\$100	Courses
1,000	\$1,000	

Million Dollar Business Model Map

10 Ways to Make a Million Dollars with Your Personal Brand

Number of People	Paying You (One Time)	Business Model
10,000	\$100	Courses
1,000	\$1,000	Live Events

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10 Ways to Make a Million Dollars with Your Personal Brand

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10,000	\$100	Courses
1,000	\$1,000	Live Events
100	\$10,000	Speaking



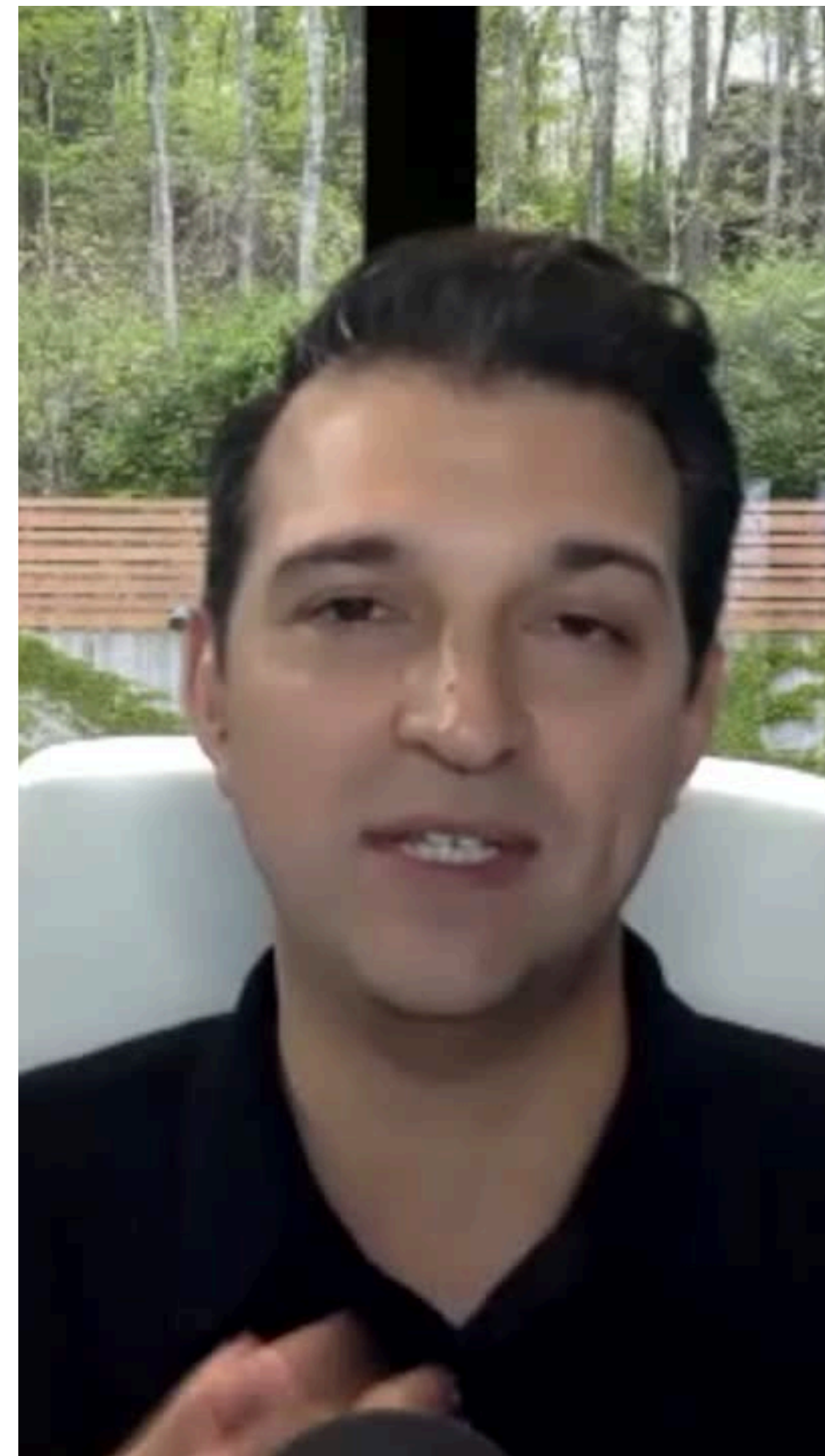
“In August of 2022 I joined Brand Builders Group and had never been paid as a personal brand for my expertise. **By 2025, I was earning well over \$1 million in annual revenue.**”

- BRITTANY HODAK, CUSTOMER EXPERIENCE EXPERT AND BESTSELLING AUTHOR OF *CREATING SUPERFANS*



BRITTANY HODAK

CUSTOMER EXPERIENCE
EXPERT AND BESTSELLING
AUTHOR OF *CREATING
SUPERFANS*



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1,000	\$1,000	Live Events
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10	\$100,000	

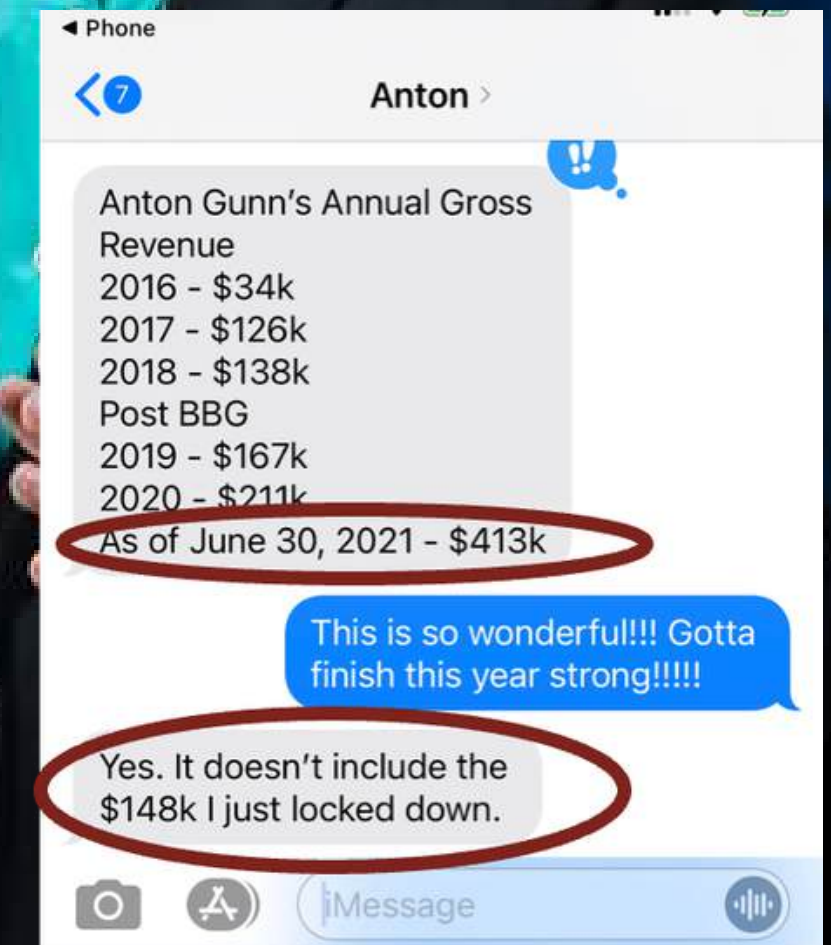
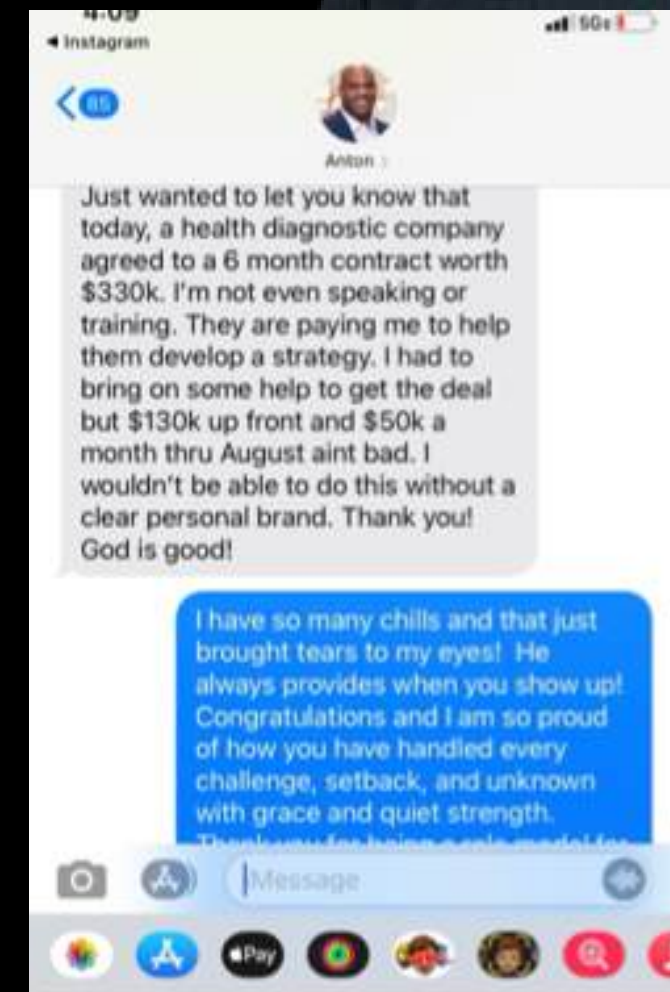
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1,000	\$1,000	Live Events
100	\$10,000	Speaking
10	\$100,000	Consulting

Anton's Story

- ✓ When Anton Gunn first started with us, his business was generating **just over \$100k per year in revenue**
- ✓ After just 3 years in our program, his **ANNUAL revenue hit \$1 million!**
- ✓ Consider what your life would be like if you were making **\$1 million per year more than what you're making right now!**



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1,000	\$1,000	Live Events
100	\$10,000	Speaking
10	\$100,000	Consulting
1	\$1,000,000	

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1,000	\$1,000	Live Events
100	\$10,000	Speaking
10	\$100,000	Consulting
1	\$1,000,000	Acquisition

Million Dollar Business Model Map

10 Ways to Make a Million Dollars with Your Personal Brand

**Number of
People**

Paying You
Monthly

**Business
Model**

10,000

\$10

Million Dollar Business Model Map

10 Ways to Make a Million Dollars with Your Personal Brand

**Number of
People**

Paying You
Monthly

**Business
Model**

10,000

\$10

Membership App

Steve Gatena

Founder & CEO of Pray.com



Million Dollar Business Model Map

10 Ways to Make a Million Dollars with Your Personal Brand

**Number of
People**

Paying You
Monthly

**Business
Model**

10,000

\$10

Membership App

1,000

\$100

Million Dollar Business Model Map

10 Ways to Make a Million Dollars with Your Personal Brand

Number of People	Paying You Monthly	Business Model
10,000	\$10	Membership App
1,000	\$100	Group Coaching

Quadrupled Her Business

Lisa Woodruff of Organize365 was doing approximately \$500k in revenue when she first started working with us. In the 4 years of completing every single training that we offer and intently working to implement the things we teach, **her business grew to nearly \$3 million in annual revenue.**



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1,000	\$100	Group Coaching
100	\$1,000	

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10,000	\$10	Membership App
1,000	\$100	Group Coaching
100	\$1,000	Coaching



3 Million in 3 Years

Ian Koniak once struggle with bad habits in his personal life. 3 years after thoroughly training on our curriculum he has restored his health, reinvigorated his marriage and launched his own business – **which generated over \$1,200,000 in revenue in his first full year.**

Ian Koniak

SALES LEADER

TRAINER | SPEAKER



To: Ian Koniak

I cross 3M this year and be 5000 in our first eligible m modeling after BBG.

Mon, Sep 23 at 6:45 PM

That's huge

Tue, Oct 1 at 11:58 AM



Tue, Oct 1 at 2:48 PM

Message

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1,000	\$100	Group Coaching
100	\$1,000	Coaching
10	\$10,000	

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Number of People	Paying You Monthly	Business Model
10,000	\$10	Membership App
1,000	\$100	Group Coaching
100	\$1,000	Coaching
10	\$10,000	Mastermind

Success Story

DR. BEN HARDY AND
BLAKE ERICKSON

Attended BME in February

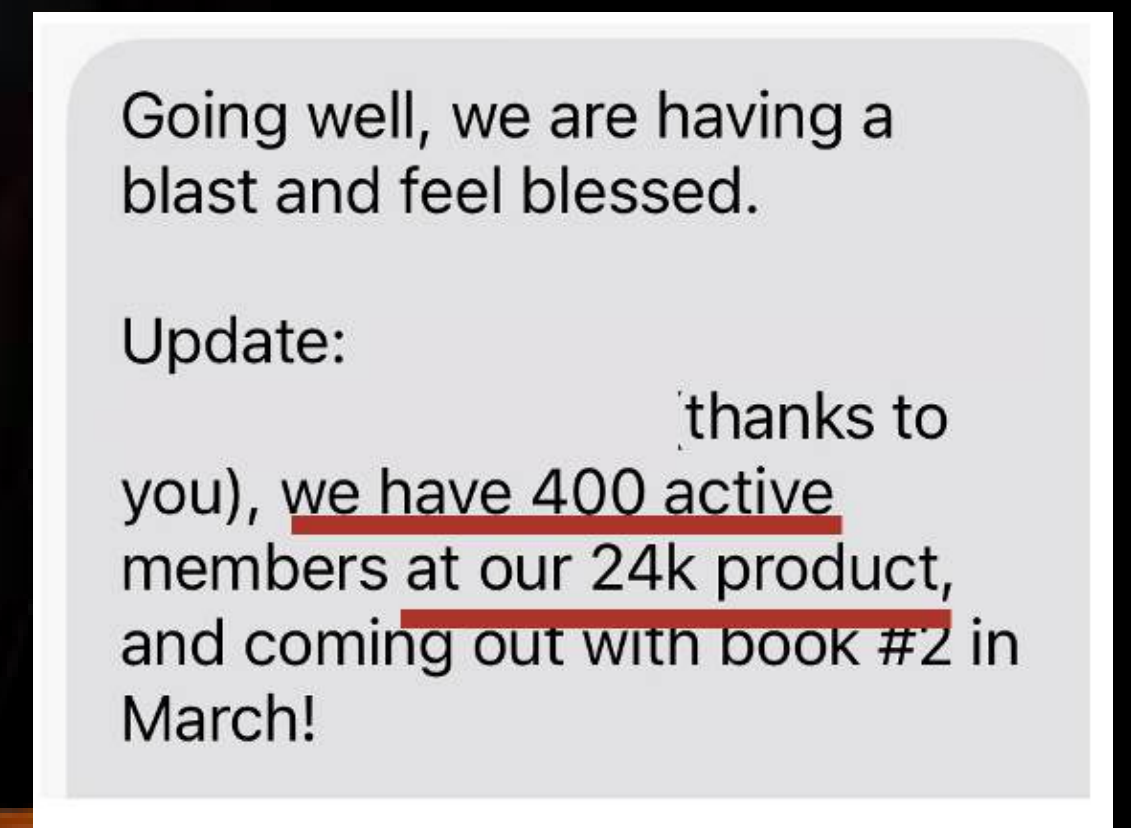
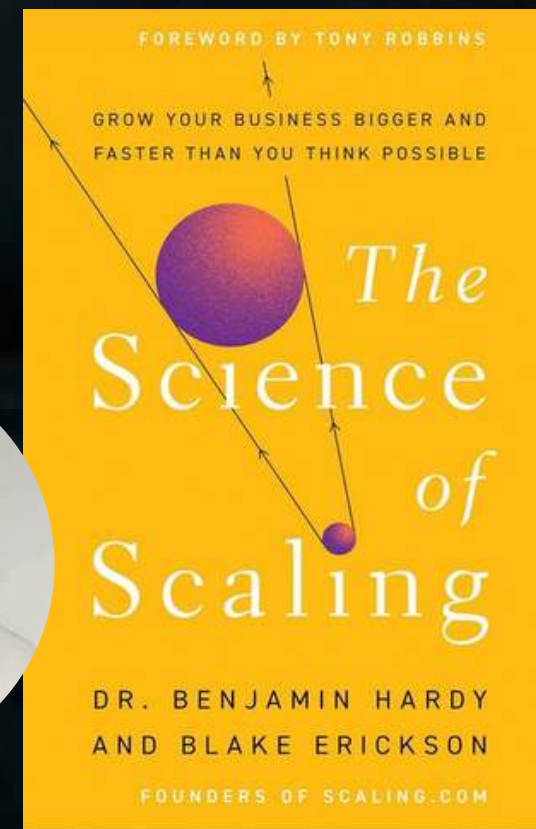
Launched our strategy in May

Hit *New York Times* in August

\$2k/month each for
Annualized Revenue of
\$9,600,000 by December!!!!



HEAR FROM BLAKE



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1,000	\$100	Group Coaching
100	\$1,000	Coaching
10	\$10,000	Mastermind
1	\$100,000	Platform Sponsor

Spend your time and money on things that become more

valuable
OVER TIME!

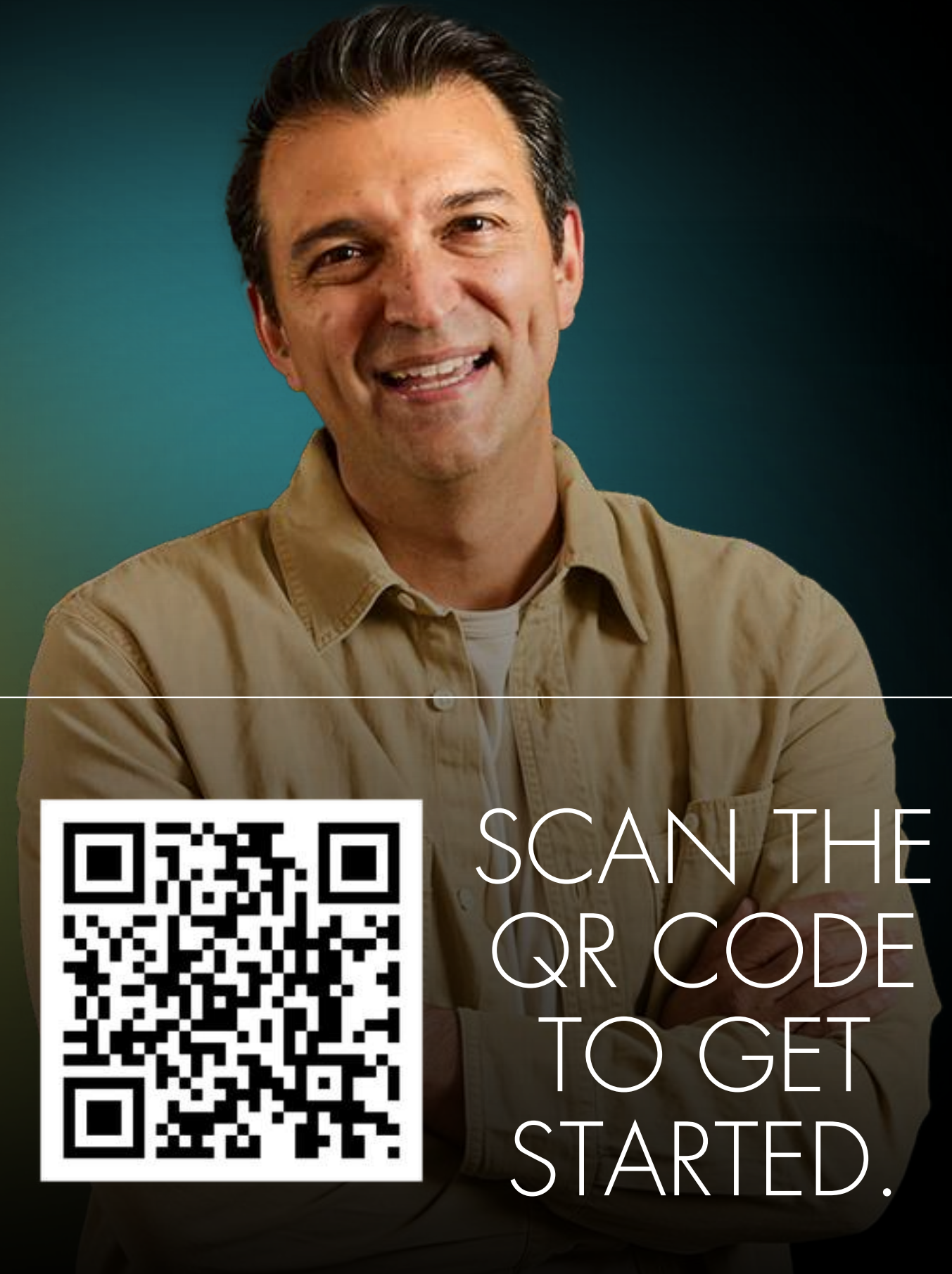
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Limiting Belief

Most people think about money as a **SHIELD**.



Million Dollar Mindset

Most people think about money as a **SHIELD**.

Wealthy people think about making money as a **TOOL**.

A healthy **detachment** from money is exactly what

empowers

your ability to acquire more of it.



Money Mastery Mindset

SCARCITY	ABUNDANCE
There is a limited amount	I can make more



Money Mastery Mindset

SCARCITY	ABUNDANCE
There is a limited amount	I can make more
I have to hold onto it	It will come back to me



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There is a limited amount	I can make more
I have to hold onto it	It will come back to me
What others have has been taken away from me	What others have takes nothing away from me



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What others have has been taken away from me	What others have takes nothing away from me
This is mine to keep	This is mine to steward



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If I give it, I won't have enough	I can give it and still have plenty



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The more I give the less I have	The more I give the more I get



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Someone else should provide my education	I invest in my own education



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Someone else should provide my education	I invest in my own education
It must be fair in the short term	It all works out in the long run



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I get more by keeping for myself	We create more by working together



Money Mastery Mindset

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I get more by keeping for myself	We create more by working together
Thinks in terms of "either/or"	Thinks in terms of "both/and"

Poll Question:

I have had mostly a scarcity mindset with money in my past.

A. True

B. False

Trust

that if you use money for **good** causes, you will make more of it

Poll Question:

I am ready to have an ABUNDANCE mindset for my FUTURE

A. True

B. False

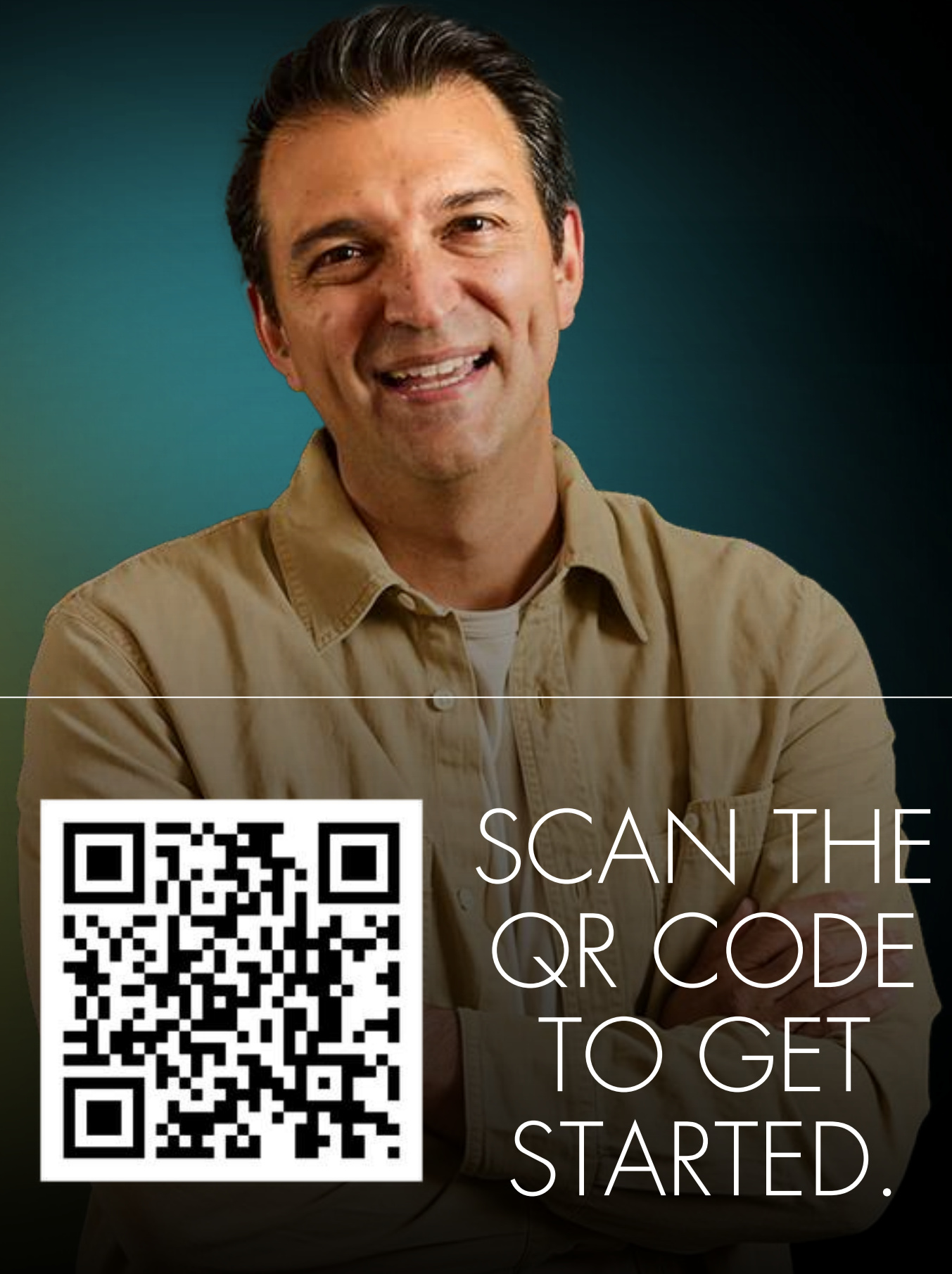
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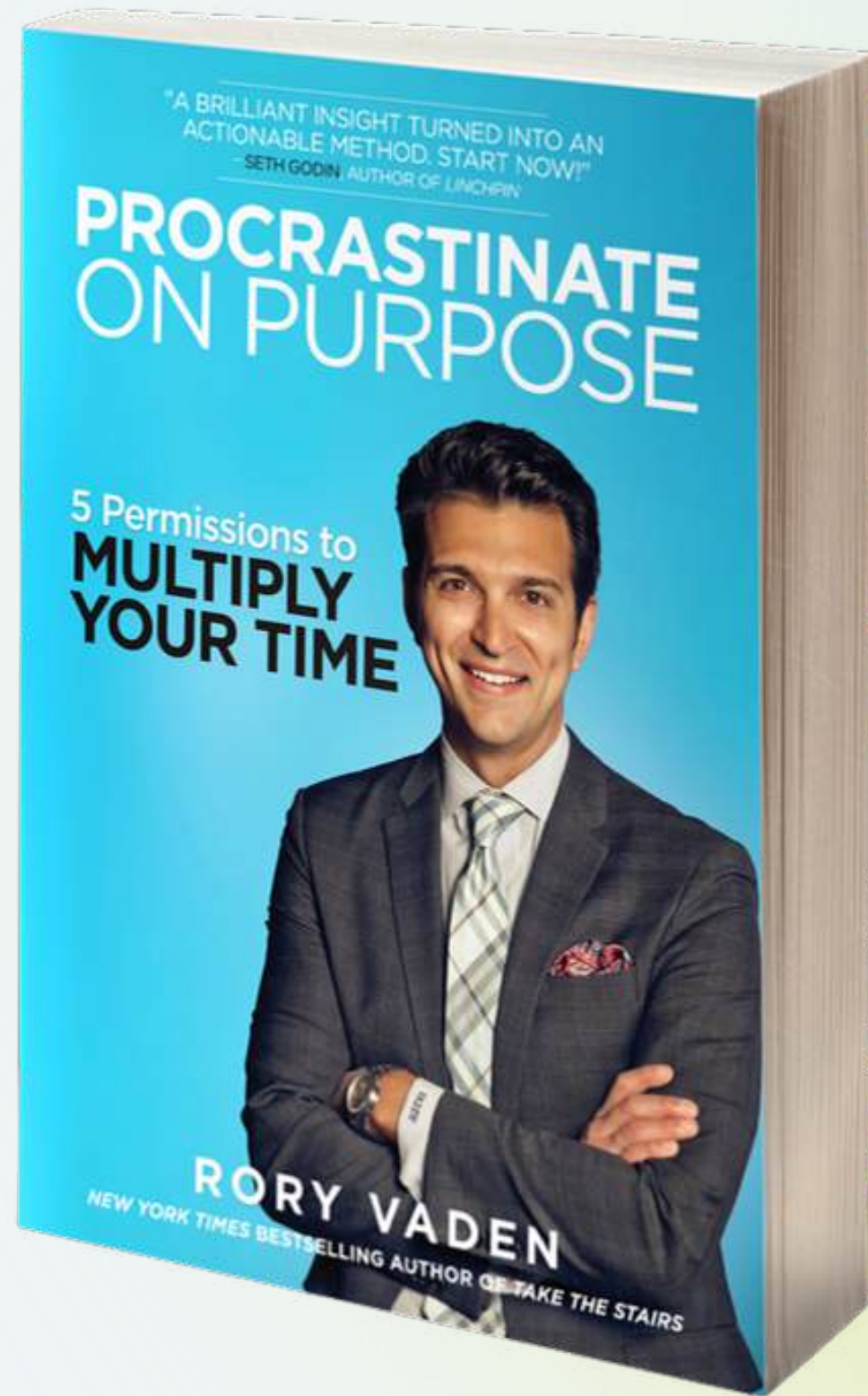


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Limiting Belief

Most people spend their **TIME** to save **MONEY**.



How To Multiply Your Time | Rory Vaden | TEDxDouglasville

3,359,386 views • Jun 1, 2015

57K 2.1K SHARE SAVE ...

This would be

Faster and Better

if I did it

MYSELF

30X RULE

Training Time
Calculation



30X RULE

Training Time
Calculation

5 MINS/DAY

to complete the task

training time invested

30X RULE

Training Time
Calculation

5 MINS/DAY

to complete the task

training time invested

5 MINS/DAY

on the task

X 250 Workdays/yr

= 1250 mins/yr

30X RULE

Training Time
Calculation

5 MINS/DAY

to complete the task

training time invested

5 MINS/DAY

on the task

X 250 Workdays/yr

= 1250 mins/yr

- 150 mins of training

is a gain of

1100 Mins

= 150 mins invested

30X RULE

Training Time
Calculation

5 MINS/DAY

to complete the task

X 30 = 150 Mins

training time invested

5 MINS/DAY

on the task

X 250 Workdays/yr

= 1250 mins/yr


- 150 mins of training

is a gain of

1100 Mins

= 150 mins invested

733%
RETURN
ON TIME
INVESTED

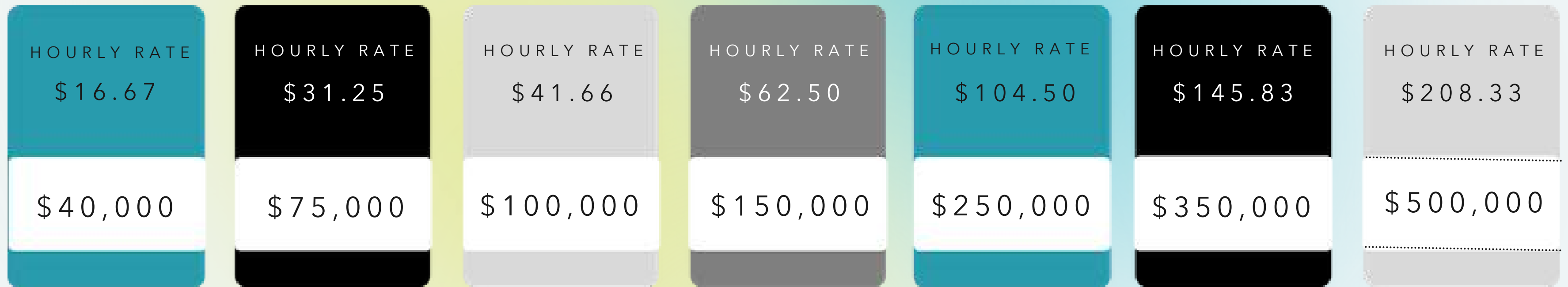
A close-up photograph of a person's hands holding a thick stack of US dollar bills. The bills are slightly out of focus, but the texture and colors of the paper are visible. In the background, another hand is seen holding more money, suggesting a transaction or a large sum of cash. The lighting is soft, and the overall tone is somewhat muted, with a slight blue and green tint.

You're either paying
someone else at **their PAY
RATE** Or you are paying
yourself at **YOURS**

ANNUAL INCOME

The Money Value of Time

50 HOURS PER WEEK



Million Dollar Mindset

Most people spend their **TIME** to save **MONEY**.

Wealthy people spend their **MONEY** to save **TIME**.



“If you have enough money to solve a problem then you don’t have a problem.”

- Dan Sullivan

Write in your notes, "True" if you are realizing you need to hire some people to save you some time

Invest

in things that save you time, elevate
your thinking, and make you money

The Investment Mindset

"The **most expensive cost** in the world is all of **the money we never make** from the **things we never learned.**"

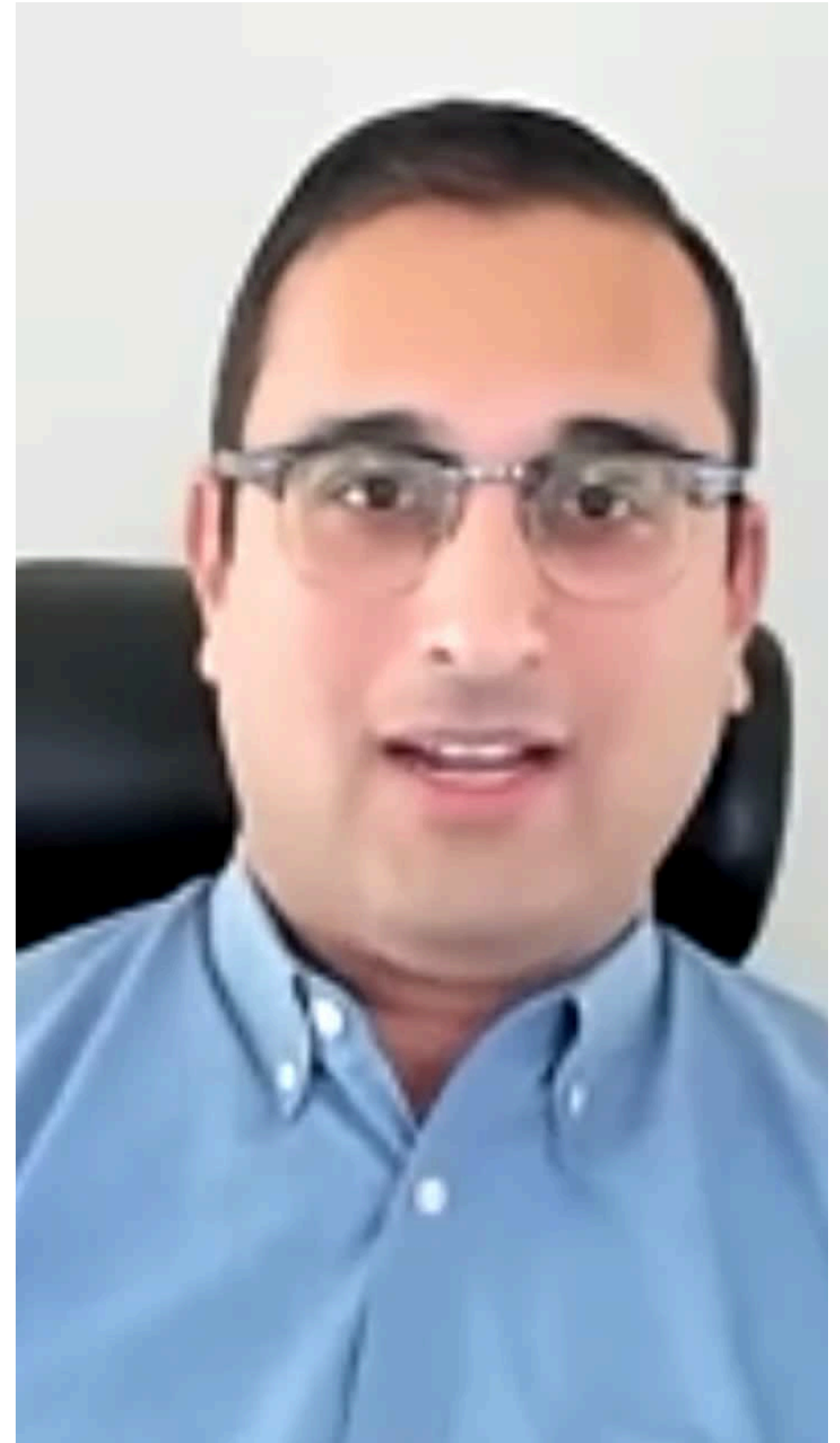
- RORY AND AJ VADEN, CO-FOUNDERS,
BRAND BUILDERS GROUP





Cherian Koshy

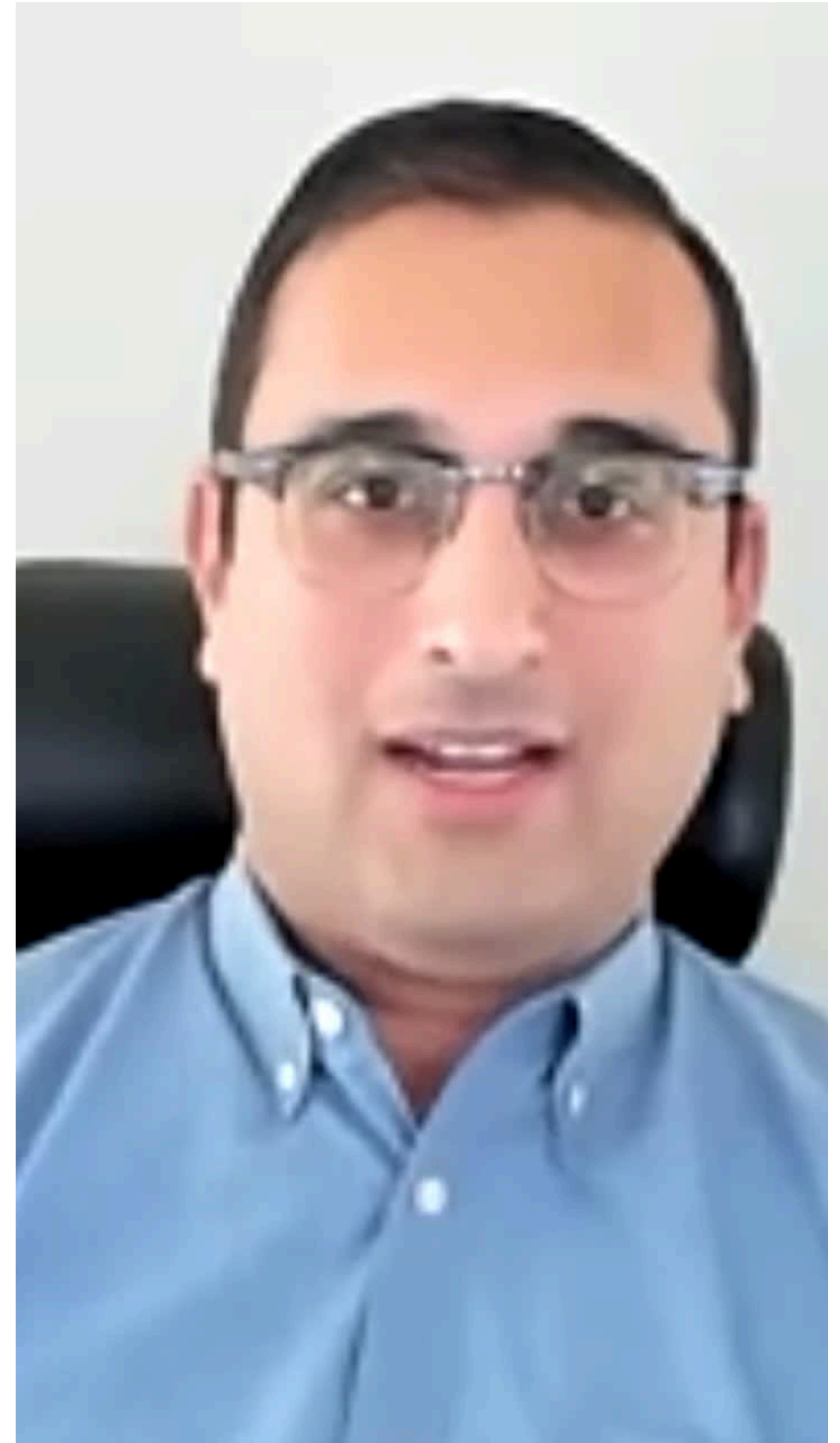
NEUROSCIENCE-BASED
STRATEGIST FOR TRUST,
INFLUENCE & IMPACT





Cherian Koshy

NEUROSCIENCE-BASED
STRATEGIST FOR TRUST,
INFLUENCE & IMPACT



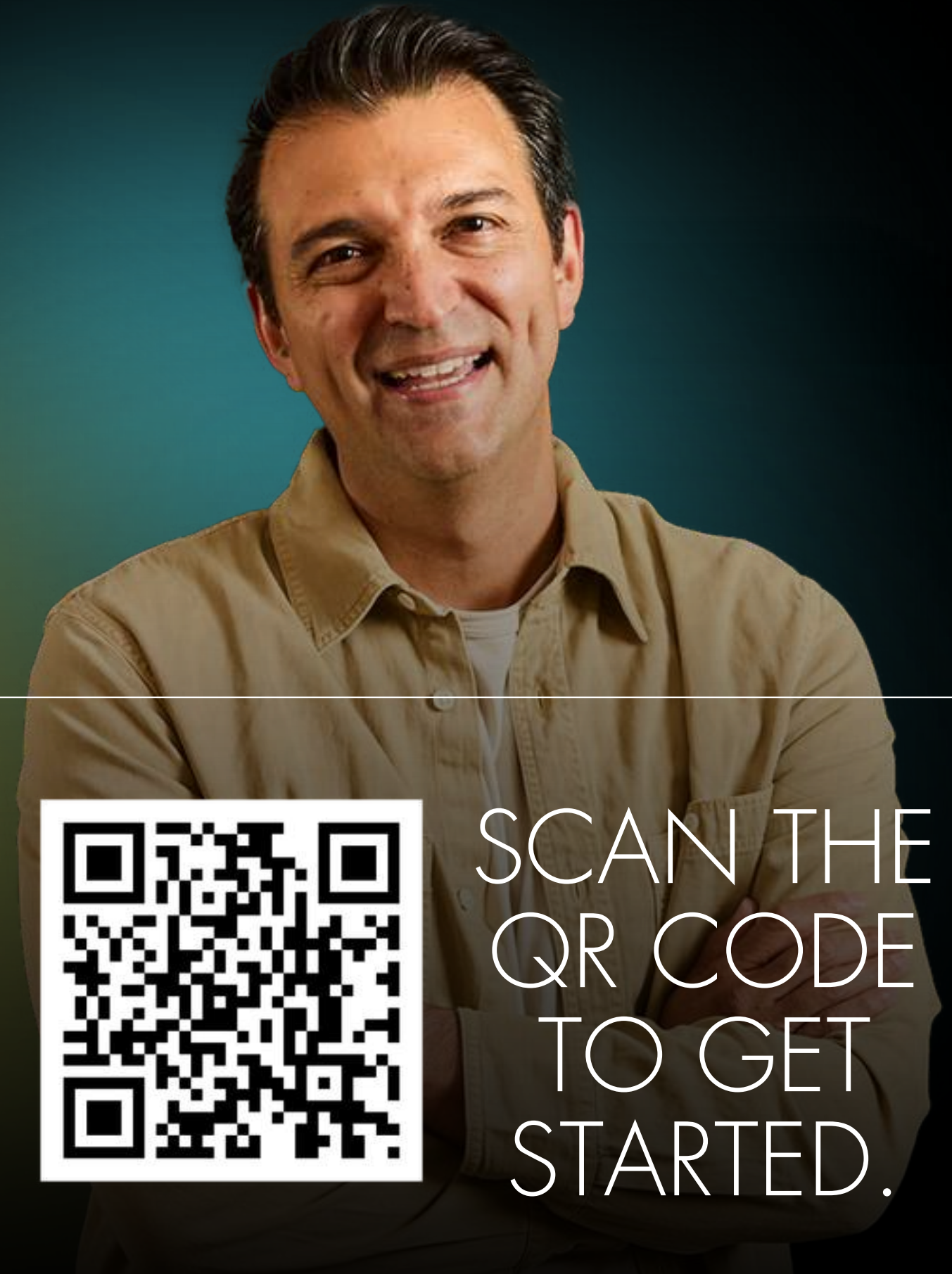
brand builders

SCHEDULE YOUR **FREE BRAND CALL**

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SCAN THE
QR CODE
TO GET
STARTED.



3 Lies Mission-Driven Messengers Believe that is Keeping them Broke

Lies	Truths
Most people think about keeping money short-term .	Wealthy people think about making money long-term .
Most people think about money as a SHIELD .	Wealthy people think about making money as a TOOL .
Most people spend their TIME to save MONEY .	Wealthy people spend their MONEY to save TIME .

Million Dollar Mindset

Most people think it's **SAFEST** to not take **RISK**.

Craig Valentine

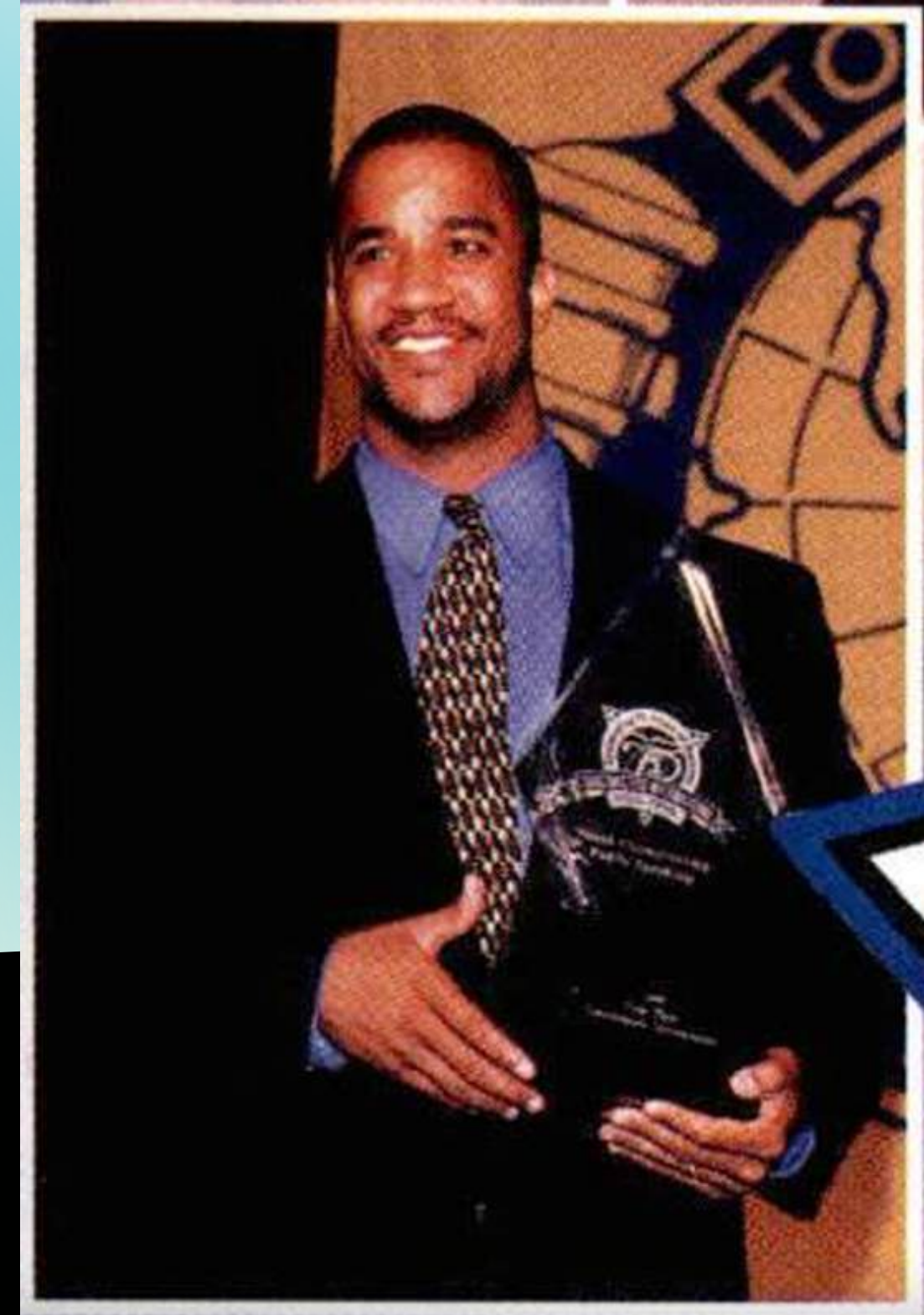


YOUR
DREAM
IS NOT FOR **sale**

– CRAIG VALENTINE'S WIFE

– CRAIG VALENTINE'S WIFE

**Craig Valentine winning the
World Championship of
Public Speaking in 1999**



Million Dollar Mindset

Most people think it's **SAFEST** to not take **RISK**.
Wealthy people think it's **RISKY** to play it **SAFE**.

Wealthy People Take (Calculated) Risks





Take a Shot



Money Replenishes



PHASE ONE: **Branding**

Finding Your Brand DNA is the heart of your personal brand. You'll clearly define the problem you solve, what makes you unique, what audience you want to serve, and how you'll profit from your uniqueness.

Captivating Content will teach you the step-by-step process for creating truly distinctive thought leadership that grows your brand.

World Class Presentation Craft will majorly uplevel how you communicate your message, whether you're presenting on stage, on camera, or in person.



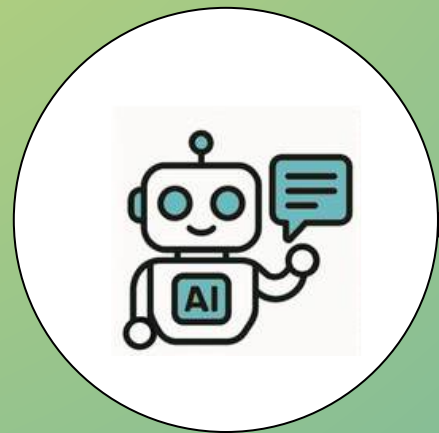
Phase One: Branding

- Finding Your Brand DNA
- Captivating Content
- World Class Presentation Craft

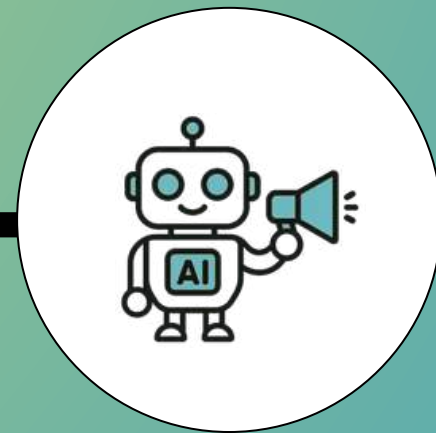
**Brand
Builder**
JOURNEY

Phase 1

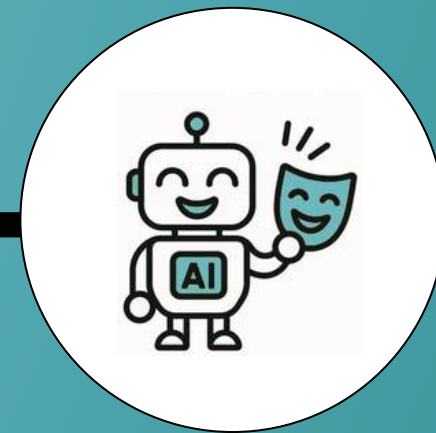
BRAND BOTS



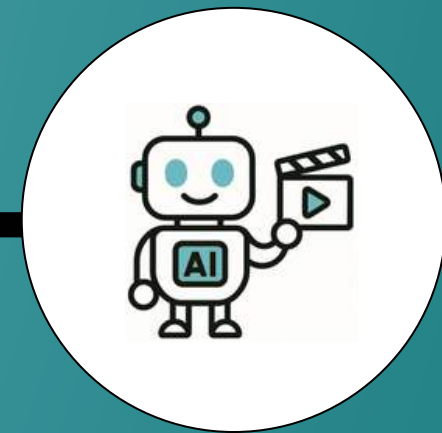
BPS
GRader



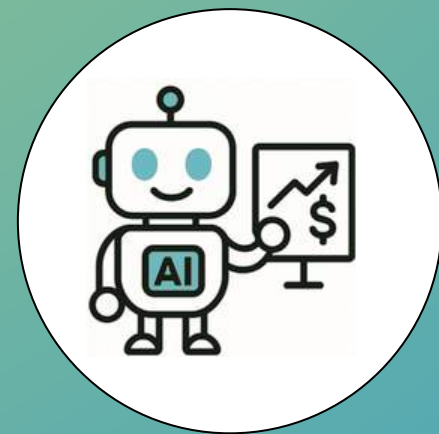
Keynote
Grader



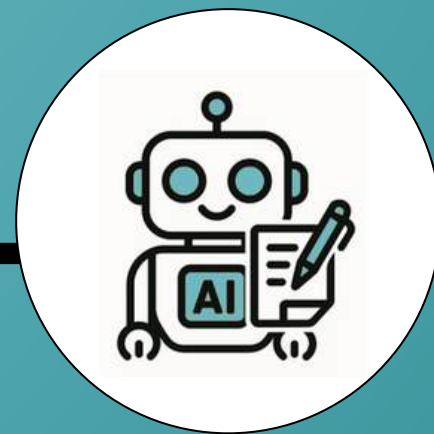
Humor
Bot



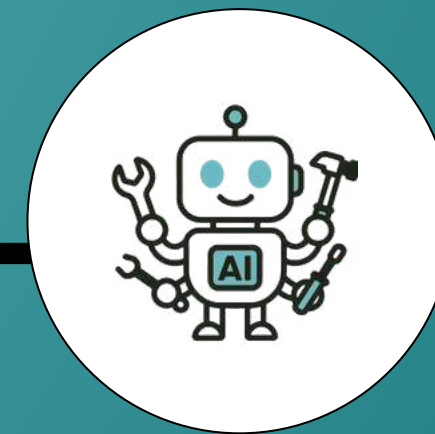
Entertainment
Bot



Business
Model Bot



Storytelling
Bot



and
more...

PHASE TWO: **Marketing**

Building Your Revenue Engine is about building a perpetually growing, digital ecosystem around your personal brand that serves your audience 24 hours a day.

High Traffic Strategies will teach you how to build a paid media strategy that drives new leads to your business every single day.

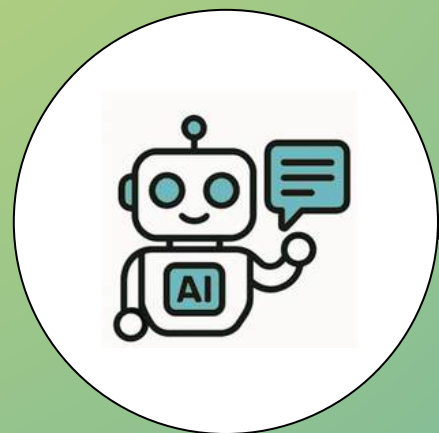
Podcast Power covers the nitty gritty of building, launching, growing, and monetizing a podcast, including episode engagement, strategic partnerships, and advertising revenue.



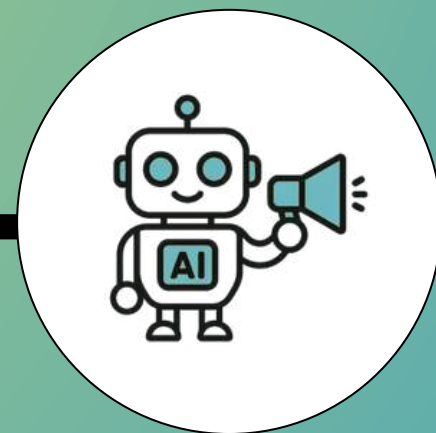
**Brand
Builder**
JOURNEY

Phase 2

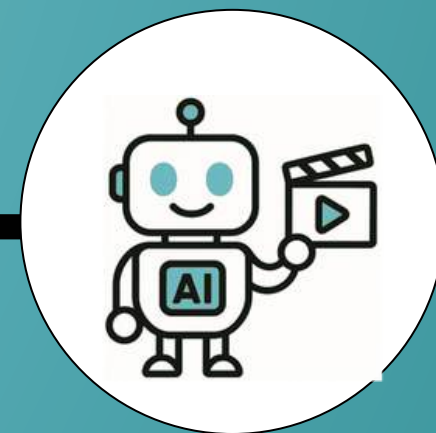
BRAND BOTS



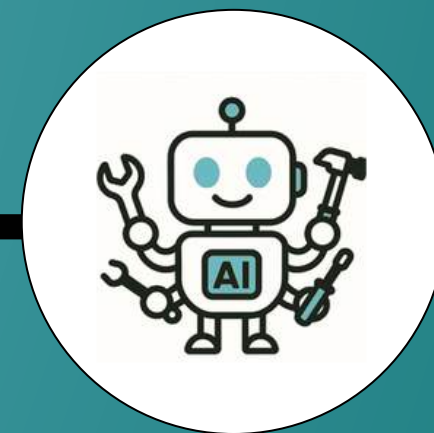
Topic Bot



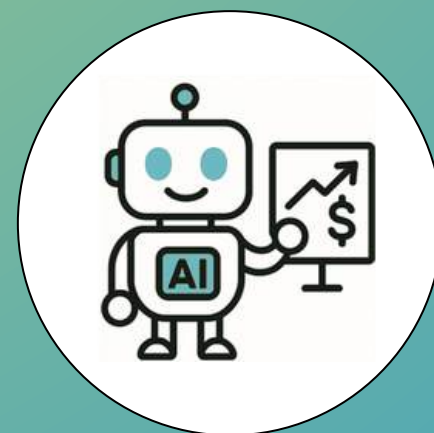
Offer Bot



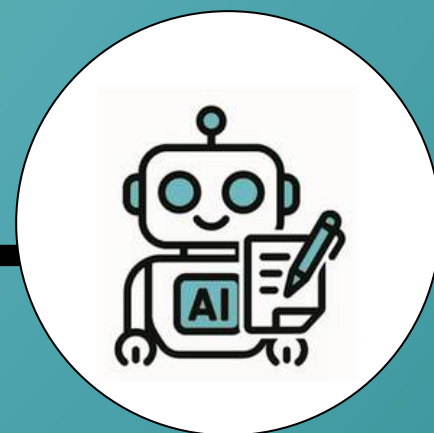
Video Bot



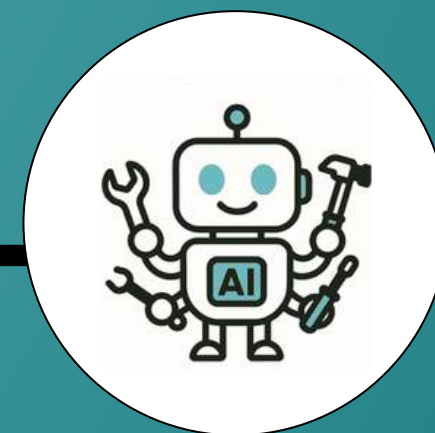
Clip Bot



Price Anchor Bot



Copy Bot



and more...

PHASE THREE: **Selling**

Pressure Free Persuasion is like a sales MBA, but better. You'll master the art of the offline sale so you can take all the pressure out of sales conversations. For good.

Bestseller Launch Plan is a tested launch system that includes strategy, promotion, sales, and marketing. You'll build a comprehensive plan for successfully launching anything - a book, new service, course, you name it.

Full Keynote Calendar shows you how to turn your speaking passion into a thriving speaking business. This is the business of speaking.

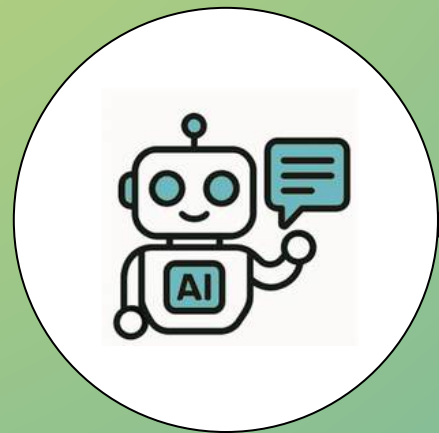
Phase Three: **Selling**
Pressure Free Persuasion
Bestseller Launch Plan
Full Keynote Calendar



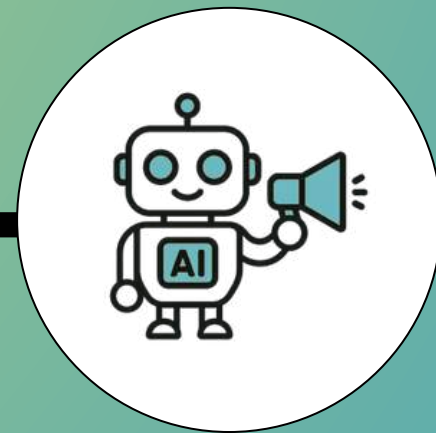
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Phase 3+

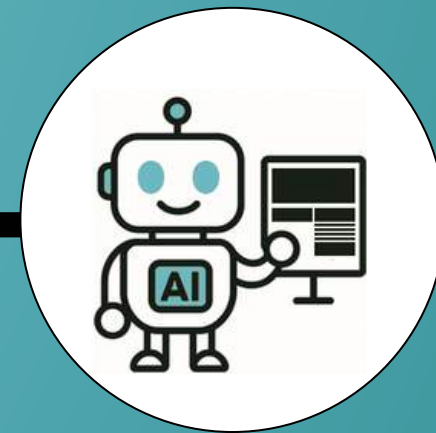
BRAND BOTS



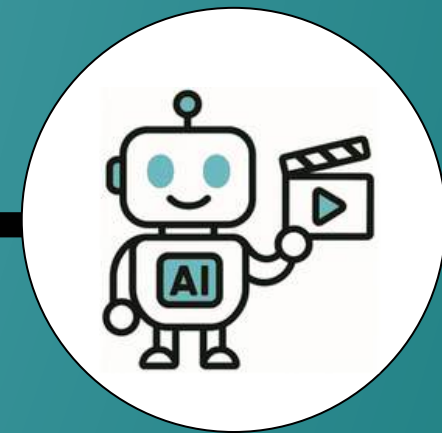
Sales
Script
Bot



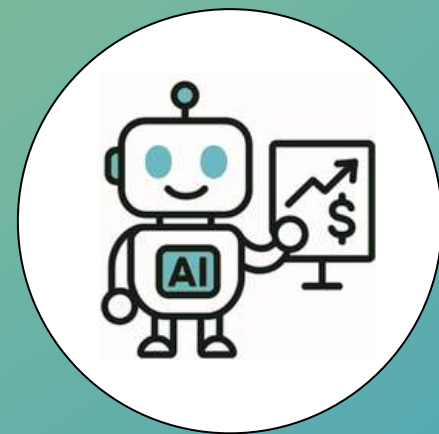
Referral
Template
Bot



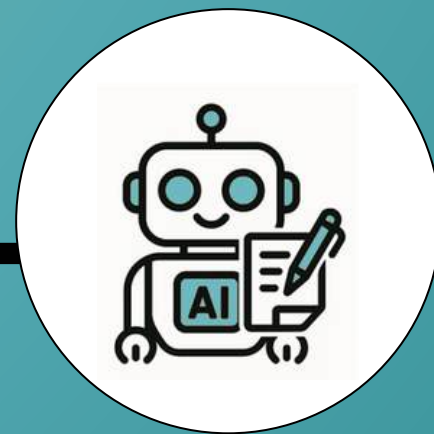
IAT
Template
Bot



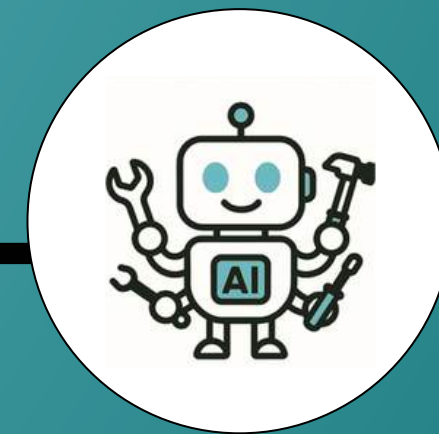
Demo
Video
Bot



Sales Call
Grader Bot



Program
Description
Bot



and
more...

PHASE FOUR: **Scaling**

Scale Your Sales will teach you how to build a comprehensive sales system that sets your business up for predictable and unlimited revenue.

Influential Leader translates the most advanced organizational leadership insights into practical strategies and techniques for building a high-performance culture that actualizes your vision.

8-Figure Entrepreneur is the roadmap for growing a thriving enterprise company. We're sharing the proven tactics, leadership and culture shifts, and operational changes needed to scale to 8-figures.

Phase Four: **Scaling**
Scale Your Sales
Influential Leader
8-Figure Entrepreneur



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Brand Builders Group Membership(s)



On Demand Learning with BBG Courses

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Rory Vaden Live Training Sessions

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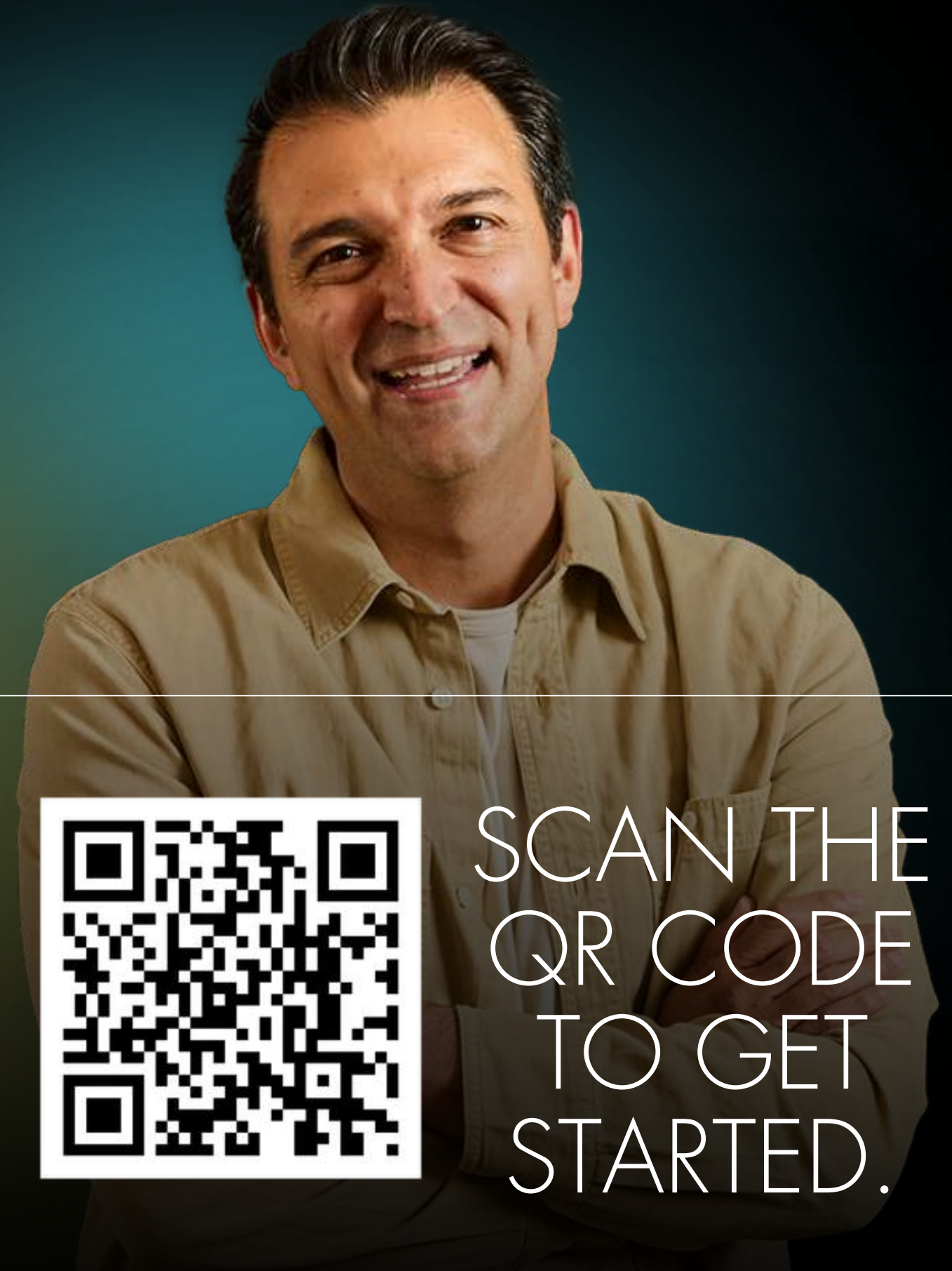
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