



BUILDING AND MONETIZING YOUR PERSONAL BRAND



L3Leadership.org/326

ABOUT AJ:

AJ Vaden is Co-founder and CEO of Brand Builders Group, an international speaker, million-dollar producer and cohost of The Influential Personal Brand podcast. As a personal brand strategist, she challenges and inspires people to reinvent themselves as part of building and monetizing their personal brand. AJ has personally worked with thousands of individuals to help them focus their expertise, expand their reach, build their reputation and brand the one thing no one else has, their name.

Over the last 10 years she has been a part of founding, launching and building a very successful 8-figure coaching business, a multi million-dollar consulting business, and a 7-figure speaking business. Along with her company Brand Builders Group, AJ was featured in a 3-page spread in Success Magazine on the impacts of personal branding as well as recently being named as one of the Top 5 Personal Branding Speakers of 2019. Her client roster includes working with top level executives from organizations such as Bridgestone, Verizon Cellular Sales, Home Franchise Concepts and DIRECTV as well as working with well known speakers, best selling authors, entrepreneurs and online influencers such as mega podcast host Lewis Howes and original "shark", creator of the infomercial and serial entrepreneur Kevin Harrington.

AJ has taken 25 years of setbacks, successes, tragedies and overcoming and distilled them into simple yet powerful lessons that will help anyone become better than ever.

4 KEY TAKEAWAYS:

1. AJ gives advice to someone looking to narrow down their personal brand.
2. She talks about how her company, Brand Builders Group, works with people looking to build their personal brand.
3. AJ talks about how personal brands are a growing trend.
4. She highlights how important content creation is for growing your personal brand.

"Personal branding is an extension of who you are and what you want to be known for."

- AJ Vaden

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