

AJ | VADEN

Speaker Kit



CEO, Speaker & Entrepreneur

AJ In Action

CLICK TO WATCH DEMO VIDEO



“ AJ really was incredible! She shared so much useful information that really resonated with me. I could have listened to her for much longer!”

- JUSTIN BUNDY

Meet AJ Vaden

Becoming The Go-To Expert in Your Space

AJ Vaden is CEO and Co-Founder of Brand Builders Group, one of the world's leading authorities on personal brand strategy.

Named one of the Top 5 Personal Branding Speakers, co-host of The Influential Personal Brand podcast, named one of Forbes' Top 10 Podcasts To Listen To in 2021. She's been featured in Inc, Success Magazine, Fast Company, Entrepreneur, and on Good Morning America.

In 2021, AJ was Chief Commissioner of the nation's first multi-generational national study on personal branding in the U.S. Her research findings continue to be referenced across multiple industry sectors.

She has spoken to hundreds of thousands of individuals, interacting with audiences that range from globally-recognized brands like Bridgestone and DIRECTV, to industry leaders like Budget Blinds, Verizon Cellular Sales, and American Pacific Mortgage, to nationally recognized organizations like NAWBO and EO.

AJ teaches growth-minded audiences of all sizes how to become more well known and build a reputation as your industry's go-to expert.





Start with what matters most!

The previous page speaks to what I have done, but what you really want to know is who I am.

People don't fall in love with what you've done. They fall in love with who you are. And let's be clear, when I say "love", I'm talking about customer loyalty, employee retention, audience engagement, and market awareness.

So let me help you get to know me... I'm a mom of two strong-willed, empathetic, and adventurous little boys. I'm the wife of an incredible husband whom I get to share my life and business with.

I'm a believer. I'm a lover of art, nature, beaches, travel, reading, and good food. I am the survivor of a life altering 13 car pileup when a tractor trailer hit

my family's sedan going 75 MPH when I was 7 years old. I am the daughter of an incredible mother, who lost her battle with cancer when I was 15.

I am a 3rd generation entrepreneur and am deeply proud my Southern roots (Go Vols)!

I used to leave these details out ... but then, that's a bio that doesn't reflect me fully. So, scratch that!

Now you're getting the full AJ Vaden picture. Because you should know exactly who you are working with before you decide to hire me.



“AJ cares deeply for her clients and you can feel that in every interaction you have with her.”

- ERIN HATZIKOSTAS



Invite AJ to Speak at Your Next Event

Presentations that Inform,
Entertain, and Drive
Actionable Results

AJ combines leading edge research, modern case studies, and personal stories, with an undeniably “candid” delivery that keeps audiences engaged and empowered with actionable next steps.

If your audience is looking to become more well known in your space, AJ is the speaker you want.

Her high-energy personality, emphasis on mission as the driver of the bottom line, and data-centered insights make her an undeniable homerun for your next in-person or virtual event.

“AJ is one of the most inspiring and empowering executives I have ever met.”

- ANTON GUNN

SIGNATURE PROGRAM #1

The Influential Personal Brand

How to Become the the Go-To Expert in Your Space

▶ SEE AJ IN ACTION

Customizable Keynote, Virtual
Presentation, or ½ Day Workshop

KEY TAKEAWAYS

- The #1 secret to building a bestselling personal brand
- 6 critical questions to differentiate you in the marketplace
- What really matters to consumers when deciding whom to hire
- How to build a self-propelling online and offline personal brand infrastructure

DID YOU KNOW?

74% of Americans are more likely to trust you if you have an established personal brand.

PROGRAM BIO

Are you in a commoditized industry? Do you constantly have to explain why and how your products and services are different from your competitors? Do you need more credibility in the marketplace? Are you in a reputation-dependent business? In addition to making more money, do you want to make more impact?

If you and/or your audience would answer yes to any of these questions, this program was built for you. **This is your crash course in how to become well known in your targeted space.**

We are in a transition away from a corporate-dominated marketplace to a content, reputation and influence-driven market. People are no longer willing to buy from you solely based on what you offer. They want to know you. They want to learn from you. They want to like you and trust you.

Trust is profitable. 58% of Americans say they're likely to spend more money with you if you have an established personal brand that they know, like and follow. And the data says that these numbers are only going to get bigger. Business today is no longer just about what you do, it's about who you are.

Your audience will leave with straightforward strategies they can implement that same day, to start growing their influence and building their personal brand.



“Captivating, educational, actionable, and entertaining. You'll always be in great hands with AJ!”

- HILARY BILLINGS

What People Are Saying About AJ

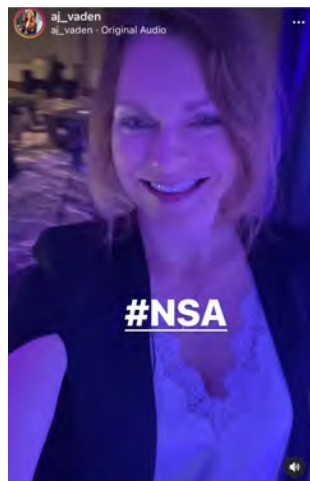
[WATCH AJ'S MEDIA REEL](#)

-  **msreenebauer** You were ahhhhmazing!!!! 🔥🔥🔥
2d 1 like Reply
-  **chelzeerenee** Absolutely loved your presentation on branding, it really hit home and made me feel so much more confident that I'm on the right track! Thank you so much for sharing your wisdom 🙏
2d 2 likes Reply
-  **eventivebrush** It was so great meeting you today! You were amazing on stage! 🙌
2d 1 like Reply
-  **davidboydmd** Your advice on breaking through the wall already made me change my strategy! Plus, thank you so much for the advice 🙏
14h 1 like Reply Message

 **David Kosmecki**  · 2nd
Area Manager at American Pacific Mortgage
AJ is insightful. Her presentation was thought-provoking and informative. I heard her speak on brand building and social media. Great information! Thank you.

 **David Avrin**  · 2nd
Customer Experience Keynote Speaker, Chairman The Legacy Board
July 21, 2021, David worked with AJ but they were at different companies
AJ is quite simply a marvel. Incredibly bright, engaging, knowledgeable and perceptive, what she sets out to accomplish, she does with a tenacity rarely seen. Her insights are profound, her manner is disarming and her content is solid. Beyond all of that, she is one of the most authentic, truly giving people that I know. Don't ever bet against her.

 **Stephen Scoggins** · 2nd
Entrepreneur, Speaker, Author Founder – CEO of The CHE Companies & Scoggins International
July 25, 2021, Stephen was AJ's client
AJ Vaden is a world class CEO, National Speaker, and Business Strategist who has personally help me take many of business to the next level. What I admire most is her conviction to innovation and excellence. The reality is you simply can't go wrong with AJ Vaden in your corner 🙌



SIGNATURE PROGRAM #2

Becoming Well Known

How to Leverage Your Reputation to Build Your Business

SEE AJ IN ACTION

**Customizable Keynote, Virtual
Presentation, or ½ Day Workshop**

KEY TAKEAWAYS

- Statistics on which marketing tactics the US population is responding to and what you should be doing to grow your audience and build your business.
- Current case studies featuring companies leveraging personal brands to gain market share and the impacts a well-defined personal brand can have on your company now and in the future.
- How even introverts and very private people can grow a personal brand that increases your impact and income.
- Exactly which job titles carry the most credibility in the marketplace and how to better position yourself with your audience.
- The inside track on the marketing strategies you should be investing time, money, and resources in right now.

DID YOU KNOW?

Google search volume for “personal brand” is up 4x in recent years.

And those searches aren't all from influencers. Professionals of all kinds are seeing that personal branding is now a critical component in consumer purchasing decisions.

PROGRAM BIO

Have you noticed that the same ol' marketing tactics aren't cutting it anymore? In the surge of email marketing, social media, mobile messaging, video content and podcasting, do you wonder if you're investing in the right things? Are you seeing peers skyrocket past you?

If you and/or your audience would answer yes to any of these questions, this program was built for you.

As consumers, employees, and employers, personal branding is now a fundamental part of how we make decisions. It's directly and increasingly linked to effective marketing, professional credibility and trustworthiness, and (surprise, surprise!) the data shows that an established personal brand leads to increased profitability.

**The greatest currency in today's market is trust.
Personal branding is the fastest way to build trust.**

The relevant question isn't, "What is a personal brand?" or "Do I need one?" The only relevant question is, "What is MY personal brand and how do people learn about it?"

Backed by empirically-verified data, this presentation will empower your audience to uplevel how they market and communicate.

“Your advice on breaking through the wall already made me change my strategy. Thank you so much!”

- DAVID BOYD

A woman in a blue patterned dress stands on a stage, presenting to an audience seated at round tables. The room features a large chandelier and a screen displaying the text 'FOUNDER ORGANIZATION'.

ENTERTAINING.
INNOVATIVE.
UPLIFTING.
INFORMATIVE.
ACTIONABLE.
RELATABLE.


The presentations your audience
won't stop talking about.

(in a good way)

SIGNATURE PROGRAM #3

Better Than Ever

The Ultimate Guide to Being More You!

 SEE AJ IN ACTION

**Customizable Keynote, Virtual
Presentation, or ½ Day Workshop**

KEY TAKEAWAYS

- The right question to ask instead of constantly seeking your purpose
- Practical tools for ending the comparison cycle once and for all
- How to figure out what your uniqueness is and be more YOU in every area of life
- Relatable stories about detaching from other people's expectations so you can show up in all your roles (parent, spouse, professional) as your most unique and authentic self
- Learn AJ's powerful 'Look In and Look Up' method

HOW IS AJ DIFFERENT?

She wants you to STOP
looking for your purpose.

PROGRAM BIO

Are you acutely aware that many of the people around you, and society at large, have already decided who you're supposed to be? When you log onto social media, do you quickly find yourself in a comparison sinkhole because everyone else's life seems 500% better than yours? And is all that chatter causing you to question whether you're on the right path?

If you and/or your audience would answer yes to any of these questions, this program was built for you.

Get ready for the breath of fresh air that your personal growth journey needs.

A deeply fulfilling life requires you to be 100% yourself - not a carbon copy of anyone else or a people-pleasing performance. But with all the distractions and conflicting messages out there, how can you know for sure who you truly are?

In this refreshingly honest presentation, AJ Vaden brings the heady concepts of the self-help world down to earth, with practical insights on how to permanently ditch comparison, leverage the discomfort in your life for personal and professional growth, and access the hiding-in-plain-sight opportunity to step into greater confidence and clarity about why you were put on this earth.

Audiences will leave this clarifying session with a renewed sense of possibility and purposefulness, ready to take action on the calling on their life.

"AJ Vaden has an amazing understanding of what goes into building a personal brand. What is even more impressive is how she communicates that knowledge. She is inspiring, clear and thorough."

- LON GRAHAM



Topics Available for Panels & Interview-Style Presentations

As a multiple time 8-figure entrepreneur, AJ has deep and diverse expertise and can speak with passion and authority on the following topics.

Sales

- 3 Strategies For Building A Million-Dollar Sales Income
- Word Of Mouth Marketing Is Still The Best Marketing - Here's How To Do It
- How To Build Trust In A Digital World
- A Sales Expert's Top Tips For Tripling Revenue In 12 Months

Personal Branding

- How Personal Branding Impacts Buying Trends In Each Generation
- Using Your Reputation as a Business-Building Tool, Not Shallow Vanity
- The First Ever National Statistics Showing How Personal Branding Will Change Your Business
- Learn How To Use The Reputation Formula

Entrepreneurship

- 3 Entrepreneurship Lessons That Most People Overlook
- The Difference Between Running, Leading, And Owning A Business
- Growth Hacks for Scaling Small Businesses
- An Entrepreneur's Guide to Leadership

Leadership

- How To Build Great Leaders
- Practical Solutions For Creating a Leadership Culture
- How to Play the Role Before You Lead the Role
- 3 Mistakes That Are Hurting Your Ability to Retain Top Talent

Fee Schedule

United States | Canada | Mexico

45-75 Minute Keynote	\$ 15,000
Half Day Workshop	\$ 17,500
Full Day Workshop	\$ 20,000

South America | Europe

45-75 Minute Keynote	\$ 20,000
Half Day Workshop	\$ 22,500
Full Day Workshop	\$ 25,000

Australia | Asia | Africa

45-75 Minute Keynote	\$ 25,000
Half Day Workshop	\$ 30,000
Full Day Workshop	\$ 35,000

IMPORTANT DETAILS

USA

\$1,500 travel buyout includes cost of airfare, food and ground transportation. Hotel accommodations booked and direct billed by the client (1-2 nights depending on time and location of speaking event).

10% flat discount for all Nashville, TN speaking engagements.

Canada and Mexico

\$2,000 travel buyout includes cost of airfare and food. Ground transportation arranged and direct billed by client. Minimum of 2 nights hotel accommodations, booked and direct billed by client.

All Other Destinations

Business Class airfare for two booked and direct billed or reimbursed by client. Ground transportation arranged and direct billed by client. Necessary meal receipts to be reimbursed by client. Minimum 3 nights hotel to be booked and direct billed to client.

AJ | VADEN

CEO, Speaker & Entrepreneur

Let's chat y'all



SPEAKING INVITATIONS

keynotes@brandbuildersgroup.com



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