

AFFILIATE HUB

EMAIL SWIPES

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Introduction

DISCLAIMER: Please read.

This small guide is not meant to substitute the creation of your own copy and effort. This selection of copy is meant to help you jump-start your efforts and get to know what you can offer and say. If you have questions about features, offerings, prices, etc., please let us know by contacting us at: admin@coachingexpatriates.com.

Meet Your Affiliate Program POC (Point of Contact)

Hi! I'm **Taty Fittipaldi**, and I will be your main POC during all Coaching Expatriates® affiliate programs and efforts. I am super happy you're here! I really am! I think these partnerships and collaborations will transform the way people think, interact, and strategize as a global leader, and I really hope it does because our world really needs better global leaders and executives.

You will be part of this effort to help people become better leaders who create happier and more profitable workplaces.

I am glad you decided to join me as our affiliate! It means you want to go the extra mile in helping leaders around the world. With the support of people like you, this comprehensive Executive Education will continue to help even more leaders in their growth journey.

I'm so stoked to see what this course can do for your audience. Without people like you, The Global Leadership Pillars™ Program wouldn't be where it is today. I seriously can't thank you enough for being on board!

To make getting started as seamless and simple as possible, I created this document. It's full of copy that you can adapt to use in social messages, emails, newsletters, on your podcast—you name it! Think of this swipe file as your toolbox—it's got tons of copy you might need for introducing your audience to our Program and helping you build affiliate marketing streams that are authentic and effective.

One more time: Thank you!

Taty Fittipaldi

Before You Start

Guide Objectives

The objective of this guide is purely informational. Coaching Expatriates® is not giving advice or consulting, and you should always do your due diligence before applying any of our ideas. Every person's circumstances are different, so you might need to adjust this copy to yours and your audience's. We would like to have solutions for everything, including World Peace, but every situation is different.

The guide is meant to spark your ideas and help you brainstorm how you can work these ideas for your own circumstances. So read the guide with this perspective.

The Global Leadership Pillars™: 4 Pillars For Leadership Success!

We at Coaching Expatriates® believe that leadership must be taught today in a whole different light. We believe that global leadership stands on 4 success pillars, and all of them are important for leading internationally. These pillars are:

Pillar number one: Personal Leadership.

Personal Leadership is the ability to take care of your well-being, have an assertive and positive mental game, manage your willpower, control your stress, and live a balanced life to exert your full personal power.

Pillar number two: People Leadership.

People Leadership is the ability to master work relationships in any environment and culture and create high-performing and collaborative relations or teams that create a positive impact.

Pillar number three: Organizational Leadership.

Organizational Leadership is the ability to leverage data and information to help organizations set strategic goals while motivating individuals to execute their assignments to achieve those goals successfully.

Pillar number four: Cultural Leadership.

Cultural Leadership is the ability to drive cultures and values to influence stakeholders and communities to create an inclusive and engaging working environment.

Basic skills support each of these four pillars. And any competent leader will have to work on all of them to be an impactful, influential, and inclusive leader.

Before, Leadership meant mostly leading people to achieve certain goals and visions. In today's world, that is not enough! Today, a successful mindset relies on the four global leadership pillars.

- Personal Leadership leads self. For greater performance.
- People Leadership leads people. To influence a vision.
- Organizational Leadership leads ideas. To create a positive impact.
- Cultural Leadership leads behavior. For an inclusive environment.

In such a diverse world where global leaders face so much uncertainty and ambiguity, learning the new way through the four success pillars of global leadership will create a global mindset for greater success.

The course that you are promoting is built on The Global Leadership Pillars™. It's an innovative methodology of Leadership Learning, so that individuals gain skills in key areas of leadership in a holistic and effective way, in each of these 4 pillars.

The course has 9 online modules. Each module is delivered every week, for 9 weeks. It is slowly dripped so individuals can learn and absorb new ideas at an optimal pace. Not every individual will be able to complete the entire course in 9 weeks. And that's ok. Buyers have a full year of full access to the course's online materials to take, re-take and review as they please.

This course can be quite intense. It takes around 3 to 4 hours of dedication per week, if one were to complete the entire course in exactly 9 weeks. The wealth of content is so great, that people can use even more time than this every week, if they were to explore, read and see everything that we made available. And that's why we give everyone a full year of access. They can decide how deep they want to go to consume the content.

But wait, we made things easy for them. Because the course is so intense and there is so much content to consume, we created a digital course planner, so that they can get organized to optimize their time! This planner will save them a coaching session (if they are on any coaching program), where they would have to come up with a plan to structure their learning. And if they are not, it will also save them time, because they will get ready-made plans for their optimal learning. How cool is that?

The following email copy can help you get started with writing to your audience and telling them about the content, the format, and the transformational learning they will get with the course. Feel free to leverage and adapt to include your own tone and style!

Affiliate Disclaimers

It is 100% mission critical to always include an affiliate disclaimer when mentioning an affiliate link to **The Global Leadership Pillars™ Program**, in written or audio form. The FTC enforces marketing and advertising laws for online businesses. Any content (post, video, podcast,

social media post, ads, site banners etc.) containing an affiliate link or a link to a company you are a compensated advisor for must include *disclosure* regarding the relationship. We will make the full FTC guideline available to you on the Affiliate Hub for download.

The last thing I would want is for you to get in any kind of legal trouble, and it's just good practice to be transparent anyway. Here's a copy you can use when mentioning **The Global Leadership Pillars™ Program Affiliate Marketing** in written or audio form:

Written

You should use the following disclosure, or similar language, whenever you include a link that points to **The Global Leadership Pillars™ Program** Affiliate Marketing link:

“As an affiliate of **COACHING EXPATRIATES®** and **The Global Leadership Pillars™ Program**, I receive compensation if you purchase through this link at no additional cost to you.”

Place the disclosure as close to the mention as possible, or at the end of the paragraph. You can also use italics and/or brackets to help differentiate the disclosure from the rest of the copy: “[Full Disclosure: As an affiliate of **COACHING EXPATRIATES®** and **The Global Leadership Pillars™ Program**, I receive compensation if you purchase through this link at no additional cost to you.]”

Audio

Make a brief statement whenever you mention the affiliate link in a podcast, video, or any other audio content. For example:

“Don't wait to enroll! Check out [Link to post] to start learning global leadership skills that will differentiate you from the crowd. Just a full disclosure here, everyone, I do receive compensation at no additional cost to you if you make any purchases through that link.”

Of course, feel free to change that language to fit your unique style and voice; just remember to mention that you are an affiliate and that you receive compensation from any purchases.

THE GLOBAL LEADERSHIP PILLARS™ PROGRAM PROMOTIONAL EMAIL COPY

EMAIL #1 - Overview

Big News, Global Exec! 🧐🍷

I hope this email finds you well. As a global exec, you understand the importance of having the right skills and knowledge to lead diverse teams, manage foreign assets and currencies, and navigate different cultural and behavioral sets. And all that on top of, well... having to do your regular job!!! Right?

To help you achieve this effectively, I'm super excited to announce that **enrollment for The Global Leadership Pillars™ Program is now open!** 🍷🔑

WHAT IT IS:

The **Global Leadership Pillars™ Program** is a unique online 9-week executive leadership course that will expedite your perspective and knowledge to lead internationally in regional or global corporate roles.

The course is designed to equip you with the key global leadership skills that are essential to position yourself for bigger leading roles.

It provides an in-depth understanding of how to lead multicultural teams, manage foreign assets and currencies, and react to different behavioral sets in an inclusive way. It provides you with a leadership certificate upon completion and an official digital badge to add to LinkedIn!

WHY ARE WE OFFERING IT:

Coaching Expatriates®, a growing global executive talent development company who put this executive course together, understands that leading in a global context is challenging, and that's why they have designed this course to help you navigate the complexities of leading international stakeholders, not only to make better decisions but also to influence them in doing so as well.

WHAT IT SOLVES FOR YOU:

The course is tailored to address the unique challenges of global leadership and is the only course in the market that is entirely focused on the global aspect of leading and communicating effectively with multicultural teams, smartly allocating foreign assets and currencies, and understanding different behavioral and contextual sets.

It's designed to help you develop the skills and knowledge necessary to excel in international leadership roles, whether you are a seasoned global executive or just starting your international career.

By enrolling in **The Global Leadership Pillars™ Program**, you will gain a competitive edge in the global marketplace!

GET CUTTING-EDGE LEARNING:

Their experienced global leadership faculty member, Taty Fittipaldi, will bring a wealth of global leadership expertise to your course, and the curriculum is designed to be interactive, engaging, and practical.

You will have access to various learning resources, including self-paced video classes, live sessions, case studies, simulations, exercises & assignments, and gamification. You will also have the opportunity to connect and network with other global executives from around the world.

The bottom line is that if you are looking to develop your global leadership skills and position yourself for bigger roles, **The Global Leadership Pillars™ Program** is the course for you.

Enroll now by using the link below and take advantage of this unique opportunity to develop the skills and knowledge necessary to lead in a global context.

 [<PUT HERE YOUR AFFILIATE LINK>](#)

This is a fantastic opportunity, and we hope you have a blast while learning!

Enjoy the rest of your week!

EMAIL #2 - Follow Up Email #1

Hey Global Exec, did you see our latest big news?

Finally, it's here!!!!

You can now enroll in **The Global Leadership Pillars™ Program** - an online 9-week self-paced executive leadership course designed to equip you with the key global leadership skills to lead multicultural teams, manage foreign assets and currencies, and react to different behavioral sets in an inclusive way.

This course is tailored to address the unique challenges of global leadership and is entirely focused on the global aspect of leading and communicating effectively with multicultural and diverse teams, smartly allocating foreign assets and currencies, and deeply understanding different behavioral and contextual sets.

On top of that, it offers full cutting-edge productivity training and personal leadership skills development to help you top-perform, without getting burnt out and stressed! If work-life balance is important to you, this will be your secret weapon!

Upon completion, you will gain a competitive edge in the global marketplace, with a leadership certificate and digital badge to back you.

Enroll using the link below to develop the skills and knowledge necessary to lead in a global context.



[<PUT HERE YOUR AFFILIATE LINK>](#)

Enjoy the rest of your week!

EMAIL #3 - SALES PITCH

If you have an ambitious career, chances are that you've been preparing yourself for a long time. You're not a pushover or a procrastinator. You get things done. You go above and beyond for what you want. Kudos to you!

Look, going above and beyond also means analyzing scenarios and acting upon them. It's no secret that the market is a bitch right now, and things are getting tough. There are even discussions amongst top leadership on how to leverage AI to reduce workforce costs.

If you want to go above and beyond to prepare yourself for what's to come and to warrant your employability, then you should consider taking this intensive, very comprehensive executive course.

Why?

Because **The Global Leadership Pillars™ Program** is a unique 9-week online executive leadership course designed to equip you with the key global leadership skills that are essential to position yourself and your career for bigger leading roles.

This is NOT the regular executive course. It teaches leaders who are already preparing for the future, not only learning for today.

You'll learn how to lead yourself, through mental strategies and resilience techniques. You'll learn how to lead people who have different cultures and different types of decision-making styles. You'll learn how to lead ideas, and align goals, resources, and people to produce optimal company results. And you'll learn how to lead behaviors, to ensure a happy, healthy, and profitable workplace.

You'll learn all 4 essential pillars of global leadership. A well-rounded, intensive course that will take you from the basics to the advanced. It doesn't matter where you are on your learning journey and experience; it'll pick you up where you are, and bring you to the forefront of advanced leadership thinking and decision-making.

There's only one [AMOUNT OF TIME] left to enroll, and you'll learn how to lead multicultural teams, manage foreign assets and currencies, and react to different behavioral sets in an inclusive way. All this, on top of also learning how to manage your stress, your productivity, your mental resilience, and self-talk.



AFFILIATE RESOURCES

You'll gain a competitive edge in the global marketplace and receive a leadership certificate upon completion, as well as a digital badge to add to LinkedIn.

Coaching Expatriates®, a growing global executive talent development company and creator of this program, understands the challenges of leading in a global context. They are awesome!

That's why they designed this course to help you navigate the complexities of leading international stakeholders and make better decisions. They know exactly what you need to learn to achieve your career goals.

Take this time to talk to your manager and let them know this will be a goal for you this year, and you'll be enrolling in this unique program for executive development. Share your career aspirations and how you are preparing.

Enroll now to take advantage of this opportunity to develop your global leadership skills and position yourself for bigger roles.

 [<PUT HERE YOUR AFFILIATE LINK>](#)

Enjoy the rest of your week!

EMAIL #4 - Who is this for?

Hey, {first_name}

This email is for you if you want an organized, ready-to-digest explanation about **The Global Leadership Pillars™ Program** and WIIFY (what's in it for you) if you enroll in the program.

So here it goes...

WHO IS THIS PROGRAM FOR?

It's for you if...

- ☞ you are done with people passing you over for promotions.
- ☞ or... you are ready to take control of your career to succeed.
- ☞ or... you need the right skills to succeed in bigger and global corporations.
- ☞ or... you want an international career or a global role in a multinational company.
- ☞ or... You understand this path is not easy, but well worth it.
- ☞ or... You really believe you deserve better pay, better jobs, and better opportunities.
- ☞ or... You are not afraid to roll up your sleeves, learn, and practice.
- ☞ or... You want to learn how to be more confident in such a way that people will not ever doubt you.
- ☞ or... You want to position yourself for better job opportunities, higher pay, and more rewarding work.

Or all of the above!

This program will support you in getting all the skills and tools required to learn what you need to be able to accomplish all those things above. You will learn through top-notch content!

THE CONTENT INCLUDES:

- ☑ 98 activities, including video-classes, spread out over 9 modules that will be delivered one module per week.
- ☑ Over 15 hours of video content, 7 hours of assignments and simulations, and over 10 hours of reading materials and extra resources.
- ☑ Concepts of crucial skills on all 4 pillars of success in global leadership.
- ☑ Games, simulations, challenges, and badges & points to earn!
- ☑ A decision-making self-assessment, to learn your style and help you catalyze decisions.
- ☑ A digital course companion book with +280 pages, with concepts, infographics, and frameworks, completely for FREE!
- ☑ The Growth Blueprint Program, a \$109 program, completely for FREE!
- ☑ 3 group implementation coaching calls, worth more than \$600 as a BONUS, completely for FREE.
- ☑ A digital course planner to help you get organized to take the classes without overwhelm, completely for FREE!

Sounds too good to be true? Well, it's VERY true!

ENROLL TODAY  [<PUT HERE YOUR AFFILIATE LINK>](#)

The Global Leadership Pillars™ methodology only works if the person taking the program is really ready to fully commit to intense experiential learning, which requires assignments to be completed, classes to be taken, and simulations to be performed. Half-ass work means half-ass results.

If you are ready to make the commitment, once you take the program, it will transform the way you lead. You will naturally experience changes because you will be learning things that will transform you as a professional. In the same way, you cannot "unsee" certain things, there are some things you simply cannot "unlearn."

HOW WILL I LEARN GLOBAL LEADERSHIP SKILLS?

-  You'll have access to Coaching Expatriates® global leadership learning platform thru a portal.
-  All classes are organized and structured for a natural and logical build-up of concepts and skills.
-  Your classes are grouped by modules, that will be delivered one module each week.
-  You will take the classes in order - to build yourself up - bit by bit. No overwhelm!
-  You will engage in games and simulations to connect and solidify what you are learning.
-  You will work on assignments to start implementing what you are learning.
-  You will participate in group coaching calls to share experiences, ask questions and receive support.
-  You'll join a private Facebook group, to make connections and dig into new opportunities.
-  You can attend from ANYWHERE around the world! All the modules' content (except coaching calls) is pre-recorded and self-paced. You can do them in your pajamas!

HOW WILL I CREATE MY CAREER GROWTH PLAN?

- ☆ You'll get for free Coaching Expatriates® signature Career Growth Blueprint Program, as we mentioned.
- ☆ You'll work on a systematic methodology to map the learning and experiences you need to achieve a career goal.
- ☆ You will fill out a workbook with more than 170 pages of step-by-step exercises that will culminate in having your growth plan done.
- ☆ You will watch classes that will guide you in the filling-out process of your workbook.

Holly cow, I guarantee you that this program is one of a kind, and you won't regret joining it.

Plus, it's unbelievably affordable, compared to other programs out there, that don't even deliver half of what this one does. You just have less than [\[AMOUNT OF TIME\]](#) hours left! Don't miss this chance!

 [<PUT HERE YOUR AFFILIATE LINK>](#)

Enjoy the rest of your week!