



Lapin

Ambassador Program



Welcome to the Lapin Ambassador Program!

Congratulations and welcome!

We're thrilled to have you join our community of purpose-driven leaders and influencers who are passionate about helping others discover their leadership potential.

As a Lapin Ambassador, you're now part of a mission to empower leaders to uncover the values driving their decisions, lead with clarity, and make meaningful impact. Through the Digital Leadership Fingerprint™ and other Lapin tools, you'll be able to share actionable insights and transform the way your audience approaches leadership.

This Welcome Package includes everything you need to get started: templates, downloadable assets, email and social media guidance, and tips to share Lapin's message authentically. Think of it as your roadmap to making an impact while growing your influence and earning rewards. We're excited to see how you bring Lapin's mission to life and inspire your audience to lead with purpose.

Let's get started!
— The Lapin International Team

Lapin Ambassador Program Overview

Welcome to the Lapin Ambassador Program — a community of purpose-driven leaders, coaches, and influencers committed to helping others discover their leadership potential. As an ambassador, you play a key role in sharing the Digital Leadership Fingerprint™ and other Lapin tools, empowering people to lead with clarity, purpose, and impact.

What the Program Is

- A way to share Lapin’s mission and tools with your audience
- An opportunity to earn rewards or commissions for referrals
- A community for growth, support, and collaboration with like-minded leaders

Your Role as an Ambassador

- Introduce the Digital Leadership Fingerprint™ and Lapin tools to your network
- Share content through social media, email, blogs, or in-person events
- Use approved messaging, keywords, and templates to maintain brand alignment
Inspire your audience to lead with purpose and take action

Why Join?

- Access to exclusive marketing assets and templates
- Early access to new tools and resources
- Recognition within the Lapin community
- Opportunity to grow your influence and support meaningful leadership transformation

How to Get Started as a Lapin Ambassador

Welcome! Here's your simple roadmap to start sharing Lapin's mission and the Digital Leadership Fingerprint™ with your audience.

Step 1: Access Your Ambassador Tools

- Log in to your ambassador dashboard.
- Download your unique referral link or code.
- Grab your marketing assets: social media templates, email templates, video clips, and graphics.

Step 2: Personalize Your Content

- Customize posts and emails with your name, photo, or personal story.
- Use approved keywords and phrases from the Lapin Keywords & Language guide.
- Keep your tone values-driven, clear, and authentic.

Step 3: Share with Your Audience

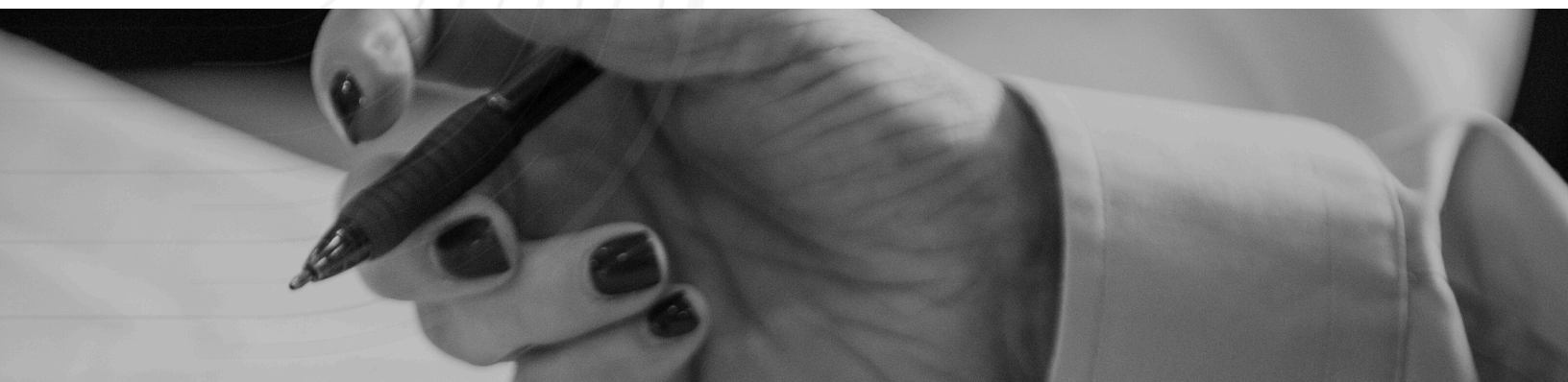
- Post on social media platforms, send emails, or write blogs.
- Include your referral link or code in every message.
- Add a call-to-action: "Discover your Digital Leadership Fingerprint™ here."

Step 4: Track Your Impact

- Monitor clicks, referrals, and rewards in your ambassador dashboard.
- Adjust your messaging based on what resonates with your audience.
- Celebrate wins and share feedback with the Lapin community.

Step 5: Keep Learning & Growing

- Access updated templates, blog examples, and email drafts in your dashboard.
- Join the ambassador community for tips, inspiration, and support.
- Participate in monthly challenges or campaigns to maximize your impact.



Marketing & Promotion Guide

This guide gives you the essentials for promoting Lapin International and the Digital Leadership Fingerprint™. Think of it as your roadmap for sharing our message effectively, authentically, and in ways that inspire your audience

1: Core Principles

- Lead with Purpose: Focus on values-driven leadership, clarity, and impact.
- Be Authentic: Share your own experiences, stories, or insights.
- Keep it Helpful: Show your audience why this tool matters for them, not just for sales.

2: Your Marketing Channels

- Social Media: Instagram, LinkedIn, TikTok, Facebook
- Email: Direct messages to your audience using provided templates
- Blogs / Articles: Share thought leadership and insights, with referral links
- Events / Workshops: Online or in-person presentations of the Digital Leadership Fingerprint™

3. How the Assets Work Together

- Templates & Graphics: Pre-designed visuals for posts, stories, and emails
- Video Clips: Branded intros and outros to enhance engagement
- Blog Content: Pre-written or suggested topics to share insights and add value

Social Media

Video

Blog

Referral Link

Ambassador Program

Lapin Keywords & Language

A values-based self-assessment revealing the beliefs behind your decisions and the behaviors shaping your leadership.

Ambassadors should use language that reflects Lapin's purpose-driven, values-based leadership philosophy. Use these keywords and phrases to authentically communicate our mission and tools.

Keywords

- Purpose
- Values
- Leadership
- Growth
- Alignment
- Clarity
- Purpose
- Transformation
- Authentic
- Insight
- Impact

Language to use

- "Uncover your fundamental purpose"
- "Discover the values driving your decisions"
- "Lead with clarity and intent"
- "Unlock your leadership potential"
- "Lead authentically and inspire others by example"

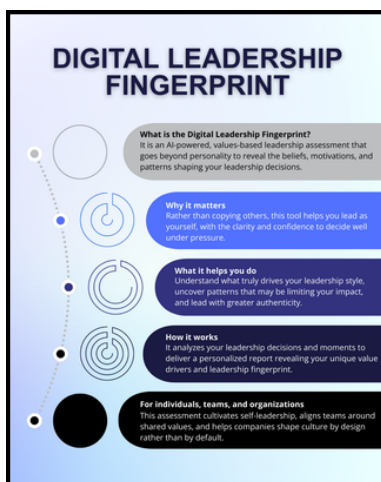
Remember, using these words and phrases helps you stay true to Lapin's mission while clearly communicating the value of our tools. Speak with purpose, inspire trust, and share the message of values-driven leadership in your own authentic voice

Ambassador Program

Social Media

Download, personalize, and share these templates to post about your ambassador journey and the Digital Leadership Fingerprint™.

Social Media Templates



Download Here

Purpose: Promote the product itself to your audience.

"Discover the values driving your leadership decisions with the Digital Leadership Fingerprint™. Start here: [Link] #LeadershipInsights #LapinInternational"

Personal post



Download Here

Purpose: Let your audience know you're part of the Lapin Ambassador Program.

Excited to be a Lapin Ambassador! Can't wait to share the Digital Leadership Fingerprint™ with my network. #LeadWithPurpose #LapinAmbassador"

Download Canva template

Share your Lapin journey and promote the Digital Leadership Fingerprint™ with these ready-to-use Canva templates. Download, personalize, and post!

Ambassador Program

Video Template Page

Ambassadors need high-quality, branded video templates they can personalize.

Bring Lapin International to life on video! Download our ready-to-use intro and outro clips to create professional, branded content that showcases the Digital Leadership Fingerprint™. Use these templates to engage your audience while maintaining a consistent, purpose-driven message.



[Download Here](#)

Example: Script 1 — Intro Reel (15–30 sec)

“Hey leaders — have you taken your Digital Leadership Fingerprint™ yet? It uncovers the values driving your decisions — not your personality. I took mine and gained clarity like never before. Try it here: [Your Link].”

Example: Script 2 — Value Story (45–60 sec)

Leadership isn't just skill — it's alignment with your core purpose. The Digital Leadership Fingerprint™ helps you uncover that so you can lead with confidence, even under pressure. Learn more at [Your Link]

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Email Marketing

Use email to reach your audience directly and share the value of the Digital Leadership Fingerprint™. Personalize, send, and watch your impact grow!

What to do with email:

Introduce yourself as a Lapin Ambassador, share your referral link, and keep your message values-driven and clear. Add a personal story or insight about leadership, and always include a strong call-to-action: "Discover your Digital Leadership Fingerprint™ here."

Subject lines to Use

- "Discover the values behind your leadership decisions"
- "Your Leadership Fingerprint™ is waiting"
- "Lead with clarity and purpose — take your Fingerprint™"
- "Unlock insights to transform your leadership"
- "Excited to share this leadership breakthrough with you"



Body Copy Example

Hi [Name],
Leadership isn't just skill — it's about understanding your core values. I recently explored my own Digital Leadership Fingerprint™ and it gave me clarity and confidence in my decisions. I wanted to share it with you so you can experience the same insights. Take your Fingerprint™ today: [Link]

Helpful Resources

A values-based self-assessment revealing the beliefs behind your decisions and the behaviors shaping your leadership.

Blog Examples

Share insights, inspiration, and leadership strategies with your audience using these Lapin-approved blog posts. Each post highlights the Digital Leadership Fingerprint™ and values-driven leadership principles — perfect for adding value while driving engagement.

Blog Titles

Blog Title	Description / Purpose	Usage Tip
Why Discovering Your Leadership Values Matters	Explains why knowing your core values is critical to effective leadership.	Use as a LinkedIn article or email content with your referral link.
5 Ways the Digital Leadership Fingerprint™ Transforms Your Leadership	Breaks down practical benefits of the assessment.	Share on social media or in a blog post with a personal story.
Leadership from Within: Purpose-Driven Strategy That Works	Shows how aligning actions with values leads to clarity and results.	Pair with an Instagram carousel or video snippet.
How Leaders Build Trust Through Values-Aligned Decisions	Provides strategies for improving team trust and alignment.	Can be used for newsletter or LinkedIn post.
Case Study: How Fingerprint Insights Changed the Game	Real-world example of how a leader or team improved outcomes using the Fingerprint™.	Can be used for newsletter or LinkedIn post.



Ambassador Program

Frequently Asked Questions

A values-based self-assessment revealing the beliefs behind your decisions and the behaviors shaping your leadership.

FAQ

— What is the Lapin International Ambassador Program?

A partnership designed to equip leaders and influencers to share Lapin's leadership tools, especially the Digital Leadership Fingerprint™, and earn rewards for referrals.

— Who can join?

Anyone aligned with Lapin's values and mission — coaches, thought leaders, consultants, leadership trainers, community builders, and more.

— Is there a cost to join?

No — membership is free. You simply agree to represent Lapin International authentically.

— What does the Digital Leadership Fingerprint™ do?

It reveals the values driving decisions and leadership behavior so your audience can lead with clarity, confidence, and purpose

— How do I earn commissions/rewards?

When someone you refer completes a qualifying action (e.g., purchasing an assessment or service), you receive your agreed rewards — to be detailed in your ambassador welcome kit.

— Where can I track my results?

In your ambassador dashboard (link provided after acceptance).

— Can anyone join internationally?

Yes — if you share Lapin's philosophy and can ethically represent our work.

— Do I need to be a leadership expert to join?

No! You don't need formal leadership credentials — just a passion for helping others grow, a commitment to purpose-driven leadership, and a willingness to share Lapin's tools authentically.

— Where can I promote?

Anywhere; social media, email, blogs, or in person.



Lapin
Affiliate Program