

Intro Reel

Length: ~15-20 seconds

Tone: Clear, confident, purpose-driven

Setting: Warm, generic background

Script:

“Hi! I’m [Your Name], and I’m a Lapin International affiliate!”

“Lapin International helps leaders and organizations bring clarity, purpose, and values-based leadership to everything they do.”

“As an affiliate, I get to share insights, tools, and resources that help you lead with more authenticity, clarity, and confidence.”

“Follow me for leadership tips, values-driven insight, and real ways to grow your impact. Tap the link to explore Lapin’s tools, including the Digital Leadership Fingerprint.”

Caption: “Hey! I’m [Name], and I am a Lapin International affiliate! I’m here to share leadership insights and tools that help you lead with purpose, clarity, and confidence. Visit the link in bio to discover more!

#Leadership #PurposeDriven”

Digital Fingerprint Explainer

Length: ~30-60 seconds

Tone: Informative, clear, professional

Must Speak About:

- What it is:
 - A values-based, AI-powered leadership self-assessment (not a personality test).
- What makes it different:
 - It goes beyond surface traits to uncover the values, beliefs, and motivations behind how someone leads.
- What it reveals:
 - The values driving decision-making
 - Patterns that may be helping or holding a leader back
 - The hidden forces shaping leadership behavior
- How it works (high level):
 - A self-guided, web-based experience that analyzes responses to real leadership moments, decisions, and challenges.
- What you get:
 - A personalized report that maps your unique value drivers and leadership “fingerprint.”
- Who it’s for:

- Leaders, founders, managers, or anyone who wants to lead with more clarity, confidence, and authenticity.
- Why it matters:
 - It builds self-awareness so leaders can make clearer, more aligned decisions, even under pressure.

Don't Speak About:

- Labeling it as a personality quiz or personality test
- Over-explaining the AI or technical mechanics
- Making guarantees or “quick fix” claims
- Comparing it directly to other named assessments