Message Bank

**Client Name:**

**Date:**

1. **Why**
2. **Vision**
3. **Mission**
4. **Values**
5. **Brand Story: Highlight the Hero**
6. **Brand Story: Personify Villain**
7. **Call-to-Action /w Offer**
8. **Call-to-Action /w Offer**
9. **Call-to-Action /w Offer**
10. **Call-to-Action /w Offer**
11. **Call-to-Action /w Offer**
12. **Call-to-Action /w Offer**
13. **Call-to-Action /w Offer**
14. **Story about working with children with cerebral palsey**
15. **Therapy might be 1-on-1 but that doesn’t mean the whole family isn’t involved…**