BRAND SCRIPT
MAD LIBS EDITION

At _____ we know that you want to be (a/an)____
COMPANY NAME

_____ . In order to do that, you need _____
IDENTITY TRANSFORMATION   CHARACTER WANT

_____. The problem is_____
                 EXTERNAL PROBLEM

which makes you feel _____ . We believe ____
                      INTERNAL PROBLEM

_____ We understand _____
PHILOSOPHICAL PROBLEM   EMPATHY

_____which is why we _____ .
                         AUTHORITY

Here's how to do it: 1._____ 2._____
                        PLAN: STEP 1   PLAN: STEP 2

_____3._____ . So, _____
         PLAN: STEP 3   DIRECT CTA

__. And in the meantime,_____. So you can stop_____
                         TRANSITIONAL CTA   FAILURE

_____and instead _____.
                             SUCCESS