

# BrandScript Script / Explanatory Paragraph

At \_\_\_\_\_ we know that you want to be (a/an) \_\_\_\_\_  
COMPANY NAME IDENTITY TRANSFORMATION

\_\_\_\_\_. In order to do that, you need \_\_\_\_\_ . The  
CHARACTER WANT

problem is \_\_\_\_\_ which makes you feel \_\_\_\_\_  
EXTERNAL PROBLEM INTERNAL PROBLEM

\_\_\_\_\_. We believe \_\_\_\_\_ .  
PHILOSOPHICAL PROBLEM

We understand \_\_\_\_\_ which is why we \_\_\_\_\_  
EMPATHY AUTHORITY

\_\_\_\_\_ .

Here's how we do it: 1. \_\_\_\_\_ 2. \_\_\_\_\_  
PLAN: STEP 1 PLAN: STEP 2

\_\_\_\_\_ 3. \_\_\_\_\_ .  
PLAN: STEP 3

So, \_\_\_\_\_ . And in the meantime, \_\_\_\_\_  
DIRECT CTA TRANSITIONAL CTA

\_\_\_\_\_ . So you can stop \_\_\_\_\_ and instead  
FAILURE

\_\_\_\_\_ .  
SUCCESS