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**

**Our minds and bodies are interconnected. (e.g. chewing gum helps you focus). If you can’t sleep then you likely need to release tension in your body in order to release tension from your mind.**

1. **Call-to-Action /w Offer**
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6. **Call-to-Action /w Offer**