

BRANDSCRIPT FRAMEWORK



Youthful Impact
Foundation



A CHARACTER

Organizations (agencies, school districts, youth programs) that want to provide their students with a hands-on entrepreneurial and career-readiness curriculum

WITH A PROBLEM

- Villian: ill-equipped job training for young adults (misses the mark)
- External Problem: I need a better job-readiness curriculum for my students.
- Internal Problem: I want the public to trust our efforts to best prepare the next generation of leaders.
- Philosophical Problem: Charitable funding from the government or organizations should promote the long-term success of youth in work and life.



THAT CALLS THEM TO ACTION

- Direct Call to Action (CTA): Book Your Program button
- Transitional CTA:
 - Free download: 5 Key Work Lessons to Teach Aspiring Entrepreneurs
 - Free video download: 1 lesson from the program
 - Free workbook sample
 - Have video testimonials of former program participants and program leaders

THAT AVOIDS FAILURE

- Wasted tax dollars and funding
- Having the next generation ill-prepared and non-equipped for the real world
- Receiving poor statistics and school grades for your community



AND ENDS IN SUCCESS

- Students prepared for the ever-evolving work industry (communication, critical thinking, creativity)
- Higher student engagement in classrooms
- Greater sense of community; the collaboration of resources and expertise
- More students employed
- Infuse the workforce with a new set of leaders with innovative ideas & styles
- Funding used for the betterment of the community
- Earning good rapport with constituents, stakeholders, and parents

CHARACTER TRANSFORMATION

- From: Confused about how to prepare students for the real world
- To: Meeting the educational gap for the world's next leaders



YOUR ONE-LINER

We offer youth organizations a tailored, job-readiness program that equips students with skills for long-term success in work and life.



REFRESH YOUR WEBSITE + LAYOUT

- Have a clear value proposition statement (headline message) above the fold (before the scroll)
- Make your calls to action stand out
- Ensure the images on your website convey your story
- Keep it short and sweet; do a website audit to simplify your copy

ADOPT IT AS COMPANY CULTURE

- Be on a mission...and stay on it!
- Does every employee know the story and mission?

USE YOUR ONE-LINER

- Memorize it
- Put it on your website
- Use it in every piece of marketing

CREATE YOUR LEAD GENERATOR

- The transitional CTA
- Collect emails/contact info for this freebie

IT'S BEEN A PLEASURE BUILDING YOUR STORYTELLING FRAMEWORK!

As your copywriter, I'm here to help tell your story and grow your community. Contact me if you'd like to inquire about my website copy, email, and social media services.



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THANK YOU