

Messaging Guide

Welcome to your BrandScript

From this BrandScript, you will be able to create a clear message across your efforts, including:

- + Clear and concise website copy
- + An elevator pitch
- + Compelling email copy
- + Engaging advertisements
- + Better proposals
- + Sales calls
- + Social media

Character Transformation

Who will your customer become after they use your service?

FROM

Frustrated, marginalized member of society

TO

Confident and competent role models and producers in their jobs and communities.

Character

What does your character need?

Training, guidance, and a chance at a career that will enable them to be financially secure and lead a better life.



Circumstance

What are the details of the situation your character is in?

Often they are unemployed, or underemployed. Stuck in dead-end low wage jobs with no chance of experiencing success.

Problem

What problem is your customer facing?

External

They lack the technical skills and experience necessary to get a high paying job.

Internal

They feel hopeless, ignored, and stuck.

Philosophical

Everyone is entitled to the chance at happiness and financial independence. Everyone matters.

Solution

What is the solution you offer to solve your customer's problem?

Guidance and training which allows them to learn the skills necessary to move up the job ladder and become a productive member of society.

Outcome

What outcome does your solution give to your customer? What changes in their life?

The skills that are necessary to start a career in a high demand field. This affords them a pathway to financial security and personal success



Guide

What brief statement can you make to express empathy and authority?

Empathy

We believe that everyone deserves a better future, that everyone matters.

Authority

We have guided thousands of adults to new careers and brighter futures.

Plan

What are three easy steps that your customer can take to experience success?

Step One:

Fill out the intake form.

Step Two:

Speak to a Career Guide

Step Three:

Execute Your Plan

Call to Action

What action are you asking your customers to take?

Direct:

Talk to a Guide

Transitional:

Request information by filling out the intake form.



Failure

What negative consequences will your client experience if they don't do business with you?

They will remain unemployed or stuck in low paying jobs because they lack the skills necessary to better themselves.

Success

What positive changes will your client experience if they do business with you?

New skills. Increased confidence. The chance at a career and an improved financial status.

Your Brand Narrative

At Coastal Alabama Community College, we believe that you matter and that you deserve a better future. We understand that you want a career that has meaning and offers financial security. To do that, you need training and support; you need a chance to succeed.

The problem is you don't know where to go, who to turn to, or even how to acquire the skills you need, which can leave you feeling frustrated and left behind. Over the years, we've worked with thousands of young adults just like you. Guiding them through the steps necessary to build a happier life. We offer no-fee, high-value technical job training programs that let you follow your path to a career you can love.

Here's how we do it:

1. Speak with one of our Career Guides to discover your options.
2. Begin your training and earn a certificate.
3. Start your new career.

We encourage you to speak with one of our career guides today. You can also request more information by filling out the intake form on our website. Don't feel left behind, follow your path to success today!

