



**BRAND MESSAGE GUIDE
EMMAUS ROAD
COUNSELING CENTER**

WELCOME TO YOUR BRAND MESSAGE GUIDE



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When you struggle to explain what you offer in clear, simple terms, you risk not being able to have your nonprofit differentiate from every other in your space.

The good news is now that you have this guide, it helps to clearly spread the word about the many facets that make up what you do as Emmaus Road Counseling Center, and in a way that resonates with your ideal audience and donor base.

Inside this guide, you will find the elements of your BrandScript. This is the framework that builds your messaging strategy for your audience. Think of it as the seven “chords” you need to write 1,000 different “songs” about your brand. Songs that will speak to individuals wanting to thrive and live a fulfilling life in the face of the current cultural onslaught, but have no clue where to start.

You will also find several other elements to use in your marketing efforts that can lead to branding that will grow the Emmaus Road brand overall. The work you are already doing in repair the world is a beautiful and Kingdom-building task. This document will help in the messaging of WHAT you communicate to your audience.

Keep this guide handy and reference it when you develop marketing materials, build your website, write social media posts, emails, articles, and engage donors.

I'm here on the journey and happy to work with you to develop and grow your footprint for the Kingdom.

Matt Davis

OVERVIEW + KEY TERMS

BRANDSCRIPT

A 7-part, proven communication formula that includes the key elements of any successful story. When you use a BrandScript to develop your messaging your marketing will stand out and attract your ideal audience.

ONE-LINER

Your One-Liner is a concise statement you use to clearly explain what you offer. It gives you a simple, repeatable way to talk about what you do in a way that your audience will care about.

LEAD GENERATING ASSET

A lead generating asset is marketing collateral created to provide value to people who aren't ready to buy from you. By offering them valuable knowledge you position yourself as a brand helping them solve a problem. It also provides you their name and email address for your leads list.

EMAIL NURTURE CAMPAIGN

A series of 6 emails to send automatically with email marketing software after a lead downloads your Lead Generating Asset. These campaigns run 24/7 and nurture your lead through the sales cycle.

YOUR BRANDSCRIPT

A CHARACTER: EVERY CLIENT WANTS SOMETHING

WHAT DO THEY WANT?

- Relief and a partner to help get unstuck
- To have a fully integrated life
- Want to solve their problem, release from current life problems
- Empowered to find relief
- A skillset to thrive in life
- Mastery over their situation
- To feel joy again and be hopeful about their future

PROBLEM: BUT THEY HAVE A PROBLEM

EXTERNAL PROBLEM: WHAT IS IN THE WAY?

- Something in their relationship is wrong
- Something systemic they don't have control over
- Relationships or a person's own behavior (ADD, pornography)
- They are out of solutions and feel stuck, feel pain
- They are out of solutions to their problems
- You have life situations, behaviors, and relationships that are causing pain, hurt, and frustration

INTERNAL PROBLEM: HOW DOES IT MAKE THEM FEEL?

- Pain and frustration, Helplessness and hopeless, Pain reliever not the vitamin, Anxiety and depression, hopeless anxiety
- Stuck in a loop, stressed, overwhelmed, and anxious.

PHILOSOPHICAL PROBLEM: WHY IS THIS JUST PLAIN WRONG?

- This is not how God created us to live, you were created for more
- You can work through their problems and live meaningful lives
- We are missing out on what God has designed us for
- Their ideal self is not lining up with reality
- You shouldn't have to live like this. Everything can change.
- Who you are is not who you want to be.

A character has
3 types of problems:
1- External
2- Internal
3- Philosophical

GUIDE: SO THEY TURN TO A GUIDE

EMPATHY

- We know how difficult this feels right now
- This makes sense, we genuinely care, we affirm your worth
- We want to partner with you, We want to share in your journey
- We see you. We hear you. We care.

AUTHORITY

- With dozens of diversified therapists and hundreds of satisfied clients, you deserve a customized approach to meet your needs.
- 97% satisfactory rate in outcome measures
- Our approach is customized to the needs of our clients, eclectic

PLAN: WHO GIVES THEM A PLAN

1. Be HEARD. We meet together, listen to your story, and discover the places where you are struggling.
2. Find HOPE. Your carefully chosen therapist works with you to find a path that will restore hope in your story.
3. Experience HEALING. Find comfort and rest from your problems, so you are free to love and enjoy your life.

THE CALL: AND CALLS THEM TO ACTION

PRIMARY CALL TO ACTION: OPTIONS AND THOUGHTS

- Schedule a free consultation. Donate Today!

TRANSITIONAL CALLS TO ACTION:

- Download our FREE PDF: "Your Survival Guide To Emotional Health In Times Of Anxiety And Isolation."

You will use
2 types of
Call to Action:
1. Direct/Primary
2. Transitional

SUCCESS: THAT POINTS THEM TOWARD SUCCESS

- A change of perspective
- Resolution and being done with therapy
- Restored relationships with God, yourself, and others
- I am on the road to healing and wholeness
- Be empowered to live a better story
- Restoration, renewal
- Sense of purpose
- Relief and renewed hope
- A newfound skillset to tackle life's problems and find relief from pain

FAILURE: AND AWAY FROM FAILURE

- Continue to feel stuck and burdened by life
- Clinically sound. Biblically informed.
- You are not one-size-fits-all
- Another therapist might not understand you and your issues
- The continued feeling of isolation. Never walk alone
- Not particularized, with 36 therapists we can find someone for you
- Therapy where your faith is misunderstood and not considered
- Your faith journey might not be integrated with your healing journey

IDENTITY TRANSFORMATION:

FROM:

Distraught, tired, overwhelmed
Without hope
Angry and afraid
Full of shame and regret
Feeling overwhelmed and stuck
Hopeless, stuck, empty, sad,
angry, afraid, shame

TO:

Functioning, whole, healing, relief, congruent
Consistent in belief and behavior
Fulfilling God's plan for self, at peace
Satisfaction in relationships and role
Hopeful, understood, relief
Have clarity, confidence, hopeful, allied
Getting unstuck and being understood

OVERALL BRAND NARRATIVE: EMMAUS ROAD COUNSELING CENTER

At Emmaus Road Counseling Center, we know you want to thrive and live a fulfilling life. You want to experience hope, healing, and joy.

The problem is, you have life situations, behaviors, and relationships that are causing you distress or pain. This can make you feel sad, stressed, and overwhelmed. You cannot always control what life throws at you, but you should never have to go through hardships alone.

**We believe you shouldn't have to live like this. You were created for more.
We see you. We hear you. We care.**

With a team of skilled therapists and thousands of clients who have seen their lives improve, we customize our approach to meet your specific needs. Don't go through therapy where your faith is misunderstood or not even considered. Clinically sound. Biblically informed. Our counselors integrate your faith as a vital part of your journey.

Here's how we do it:

1. Be HEARD.

We meet together, listen to your story, and discover the places where you are struggling.

2. Find HOPE.

Your carefully chosen therapist works with you to find a path that will restore hope in your story.

3. Experience HEALING.

Find comfort and rest from your problems, so you are free to love and enjoy your life.

So, schedule a free consultation and talk with a specialist who can help find a counselor who is a perfect fit for you.

In the meantime, download "Your Survival Guide To Emotional Health In Times Of Anxiety And Isolation." You have tried solving your problems on your own, but it's OK to ask for support. Especially in times like these, we understand the pressure that can build up. We believe things can change. You can find healing.

You don't have to risk being put into a one-size-fits-all approach to your problems. Your situations, behaviors, and relationships are unique. Your therapy should be personalized to you. You can experience restored relationships with God, yourself, and others. Problems are part of life, and you shouldn't have to walk through them alone. We are committed to walking alongside you and help you develop skills to respond to these problems. You CAN find relief from pain, and new hope can begin.

OVERALL BRAND NARRATIVE: EMMAUS ROAD COUNSELING CENTER DONOR SCRIPT

As a partner with Emmaus Road Counseling Center, we know at some point in your life, you have felt compassion for people who are struggling and have desired to see them living a fulfilling life. Along the way, you have found trusted resources that have helped you and you are in a position today to be a part of the solution for someone else.

The problem is, people have life situations, behaviors, and relationships that are causing them distress or pain. They feel sad, stressed, and overwhelmed. They don't know where to go for the help they desperately need. And the problem has never been as urgent.

**We believe people should never have to go through hardships alone.
We believe people shouldn't live like this. We were all created for more.
Like you, we see them. We hear them. We care for them.**

With a team of skilled therapists and thousands of clients who have seen their lives improve, Emmaus Road customizes our approach to meet our clients' specific needs. Many people settle for therapy where their faith is misunderstood or not even considered.

**Clinically sound. Biblically informed.
Our counselors integrate faith as a vital part of the journey.**

We understand the complexity of this journey. We link arms with hundreds of people every year to build a community of growing, healthy people ready to make a significant impact in their world, leaving a clear path of faith, and creating a legacy for families to follow for generations to come.

Here's how we do this together:

1. Donate today!

Join our movement to expand Kingdom impact by investing in those who want healing.

2. Partner with our initiatives.

We want to offer quality, Christ-centered therapy for those who cannot afford it.

3. Watch people thrive!

See individuals and communities living fully, and experiencing healing and wholeness.

So, give today! And in the meantime, watch this video! You will discover how you can be part of a movement that is not only helping to change the lives of individuals but entire communities who are hurting. Your gift means we will never have to turn away someone who needs help. Your gift will help fuel giving quality care for those who are struggling. Together, we can help people find relief from pain, and new hope can begin.

ONE LINER

Your One Liner is a simple, clear and effective way to answer the question, **“What do you do?”**

ONE LINER

Problem | Solution | Result

#1: No one deserves to live with depression, anxiety, grief, loss or another difficult situation. That's why we exist – to guide you back to health and happiness, so you can enjoy your life again.

#2: No one wants to deal with stress, sadness, or worry—but everyone does. Here at Emmaus Road Counseling Center, we don't think anyone should have to struggle through tough circumstances alone. That's why we offer the comprehensive counseling services you need, tailored specifically to your individual needs. Our broad range of approaches ensures there's something for everyone that will get you on the path toward healing and wholeness.

#3: When the going gets tough...we walk beside you. We understand you have life situations, behaviors, and relationships that are causing pain. We offer counseling options designed to help you meet the challenges you face today. From couples counseling to equipping you with tools for relationships, we offer approaches specifically designed to help you find success even when things aren't going well. If life has gotten out of control, let us show you how healing and restoration are available...and possible.

#4: Everyone deserves some extra support sometimes. Life happens. And whether it's a major event or a persistent pattern, it can leave you feeling anxious, discouraged, hopeless. That's why so many people rely on our Emmaus Road Counseling Center to find hope and healing.

WHERE TO USE YOUR ONE LINER

- About section of your social media profiles, website, emails, or business cards

TAG LINE

Your "tag line" is a few easily repeatable words to attach to your brand and make sharing easy. Since "Marriage365" does not fully define what you do like, your tagline needs to be descriptive and clear. When I am crafting a tagline, I use this formula below to help land it. And think through, a tagline needs to grasp 3 things immediately:

- 1. Who/what you are**
- 2. What you do**
- 3. With what benefit.**

Here are the different structures I use to come up with the best fitting one based on the brand narrative and product:

- We {do this} for {whom}
- {What} for {whom}
- {Does what} for {whom}
- {Do this} to/and {get the benefit}
- Helping {whom} {do what} {with what benefit}
- {What} {with what benefit}
- {Doing this} {with this benefit}
- {Get this benefit} {by doing this}
- {Get this benefit} {with what}

Potential Tag Lines:

We help find hope for the hurting
A thriving life, one day at a time
Helping people take back their life
Walking alongside you toward a healthier life
Help you thrive as you seek the life God intended
Hope for those who are hurting
Finding your way back to life as it should be
We see you. We hear you. We care.
Coming together to find hope
Walking beside you on your journey

WORD BANK

These are words that will connect with your audience. Some of them are words that continued to come up in our conversations. Keep this list handy to inspire emails, conversations and any marketing materials you produce.

- meaningful, important, significant, purposeful, deep, weighty, relevant, fulfilled, congruent transform, professional friend, satisfaction
- hopeless, stuck, empty, sad, angry, afraid, shame
- hope, healing, wholeness, care, seen, heard
- relief, rest, freed up, face problems, freedom
- collaborate for hope, experience healing
- coming face-to-face with self, world, God
- distraught, tired overwhelmed, angry and afraid
- full of shame and regret, overwhelmed and stuck
- imagine a world restored, reconciled, redeemed
- mastery: mastery over their situation, fixed
- resolution, get unstuck, family units restored, not fragmented, changed, skillset, tools
- anxiety, depression, fear, failure, stressed, overwhelmed, frustration
- created for more, sustainability, go to the well everyday, health, fulfilled, meaningful

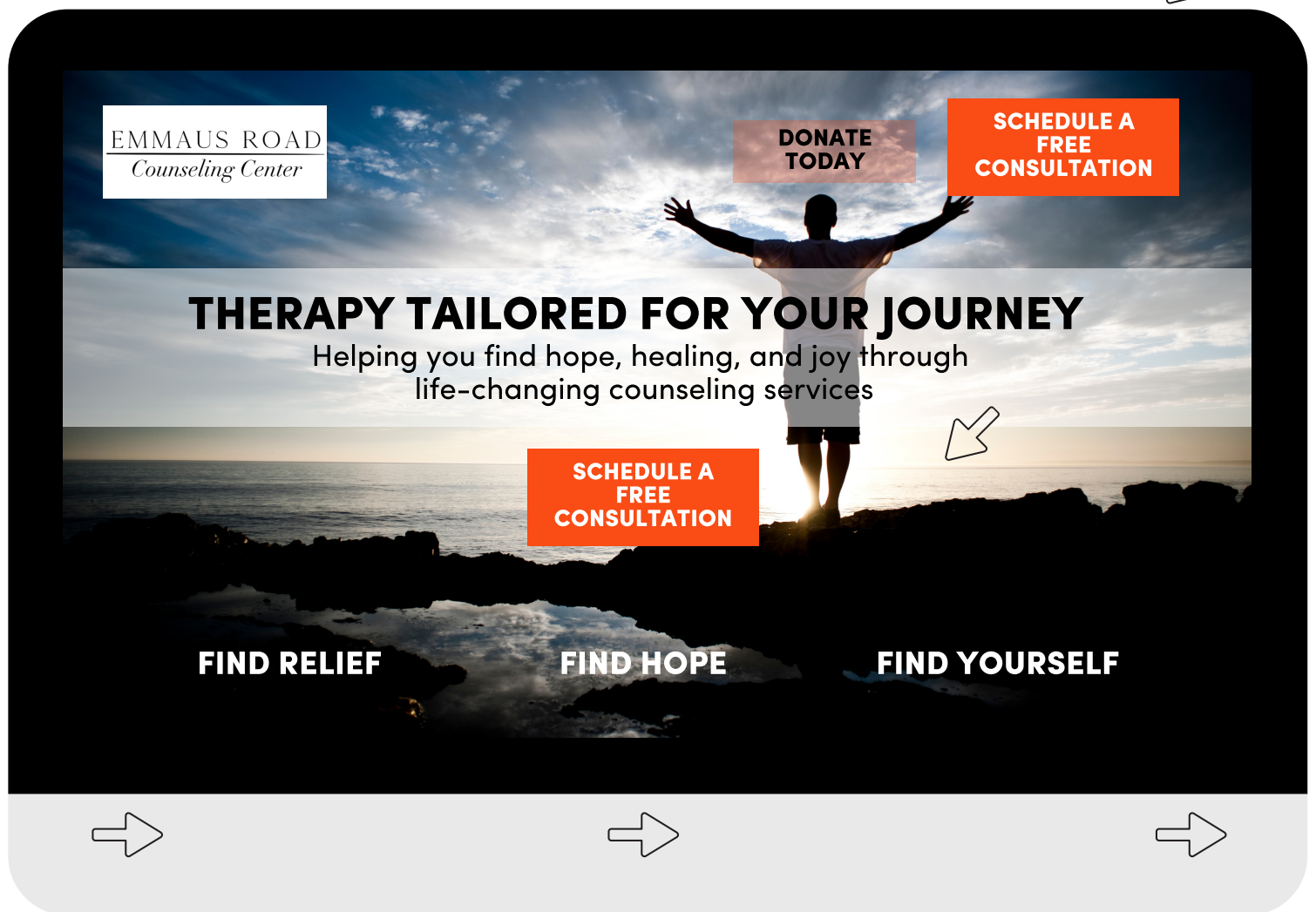
APPLY YOUR BRAND MESSAGE

EXAMPLES

WEBSITE HEADER

A website header should answer three questions in the first five seconds:

1. What do you offer?
2. How can it make my life better?
3. How do I get it?



LEAD GENERATOR

A lead generator is a way to gather email addresses from people interested in your area of expertise. You deliver valuable content in the lead generator and then use their email to send a nurture sequence that leads them through a sales process.

You can also use those emails to target ads on social media platforms. Here are a few lead generator ideas.

LEAD GENERATOR IDEAS

- Watch this video about our process and what to expect
- "5 Things You Can Do Today To Find Relief From Anxiety"
- "3 Ways To Find The Best Fit For A Therapist Who Can Help You"
- "5 Mistakes Every Person Makes Looking For A Counselor And How To Avoid Them"
- "Your Survival Guide To Emotional Health During Worldwide Chaos"
- "Survival Guide To Emotional Health In Times Of Stress And Isolation"
- "Top 10 List Every Counselor Wished Their Clients Knew On How To Thrive"
- "4 Ways To Alleviate Anxiety in 2021"
- "5 Myths About Christian Therapy You've Believed Far Too Long"
- "3 Reasons You Want A Christian Therapist If You're A Christian"
- "7 Ways Emmaus Road Helps Communities Recover"
- "Tragedy Just Struck. What Do I Do Next?"
- "5 Ways Your Soul Can Grow Through A Significant Loss"
- "5 Strategies We Employ To Help Your School Or Church Recover"
- "10 Reasons To Have Hope When Life Feels Impossible"
- "5 Things To Do Before We Call You Back That Will Bring Relief Now"

EMAIL SALES SEQUENCE

A series of 6 emails to send automatically with email marketing software after a lead downloads your Lead Generating Asset. These campaigns run 24/7 and nurtures your lead through the sales cycle. Here are subject lines and short descriptions for each email in a campaign to follow a lead generating download.

EMAIL #1: DELIVER THE ASSET

Subject Line: Here's your download!

Description: This email should be short and to the point, only offering the value of the free resource.

EMAIL #2: PROBLEM + SOLUTION

Subject Line: What to do when you have reached the end of your rope and have no more answers...

Description: This email should agitate the problem we identified in the BrandScript and briefly describe how you offer a unique solution to that problem. It should include your call to action.

EMAIL #3: TESTIMONIAL | STORY

Subject Line: That was the moment Jeff felt hope for the first time.

Description: Tell the story of solving the problem for someone.

EMAIL SALES SEQUENCE

EMAIL #4: PARADIGM SHIFT

Subject Line: You don't have to live like the sky is falling.

Description: Change the perspective of your customer. Language like "you used to think this, but now you should think about it this way" is a powerful tool to compel a distracted audience.

EMAIL #5: OVERCOME AN OBJECTION

Subject Line: I tried counseling before and it didn't work.

Description: Address a common objection people have when considering your product or service.

EMAIL #6: ASK FOR THE SALE

Subject Line: Take a breath. We're here to help.

Description: This email ought to "close the deal" with your audience. You'll want to talk about the problem, your unique solution, include a short testimony and clearly paint a picture of what life looks like when your audience partners with you. Whether this is for a book or a donation, this is the time to ask.

BONUS: SAMPLE SOCIAL MEDIA POSTS

You are already a social media pro when it comes to posting pictures of your kids or that great dinner you had the other night. But what about the work you are doing in your nonprofit? How does that work? You can pull from any of the 7 parts of your BrandScript to share on social media. You don't have to use every story point in your BrandScript every time you communicate. Utilizing the two basic types of social posts: ENGAGEMENT POSTS and CALL TO ACTION POSTS, here are examples using your BrandScript.

ENGAGEMENT POST

Do you spend mornings fighting with your kids, listening to the world's problems on talk radio on the way to work, afternoons daydreaming about how to get out of your dead-end job, and evenings scrolling social media trying to escape your dead marriage?

You have life situations and relationships that are causing pain. At the end of the day you feel overwhelmed and don't know how to fix it. We see you. We hear you. We care.

Note: From the "Internal Problem" and "Guide: Empathy" portion of the Brand Story.

CALL TO ACTION POST

During World War II the Soviets sent soldiers into battlefields that had fewer than one gun per man, expecting an unarmed soldier to pick up a gun from his fallen comrade. Does your life sometimes feel like you don't have what you need to fight your battles?

You shouldn't have to live like this. But you need help. With a team of skilled therapists and thousands of clients who have seen their lives improve, we customize our approach to meet your specific needs. Emmaus Road helps you find comfort and rest from your problems, so you are free to love and enjoy your life.

Schedule a free consultation and talk with a specialist who can help find a counselor who is a perfect fit for you.

Note: From the "Philosophical Problem" and "Plan" portion of the Brand Story.

BONUS: DONOR ENGAGEMENT + COMMUNICATION PLAYBOOK

When it comes to the survival of a nonprofit, your donor base is everything. They are partnering with your organization in wanting to see your vision become reality. With more than 1.6 million registered nonprofits in the United States, it is hard to differentiate yourself from the pack. That being said, Americans gave almost \$450 billion to nonprofits last year alone! How you communicate with your donors and talk about the everyday mission helps them to feel a part of remedying the problem and ensures organizational thriving.

TALKING POINTS WORKSHEET

In much the same way we created a BrandScript to gain clear messaging for your nonprofit overall, we work through a clear communication plan with your donor base.

Much of the information carries through and will be the same content, but how it gets positioned through various communication channels is vital.

Some of these categories include:

- **Define the controlling idea**
- **Posit the story question**
- **Agitate the problem**
- **Define the stakes**
- **Position yourself as a guide**
- **Provide a plan**
- **Include a call to action**
- **Foreshadow the climactic scene**

COMMUNICATION PLAYBOOK

When you have defined your talking points we formulate how to work them into a plan we call a playbook. Think of the playbook like a football coach uses in a game. He has all of the elements he needs in his players, but proper positioning and deployment is what wins the game. We work together to set forward a communication campaign in your stewardship marketing to assist in annual appeals, donor event speeches, video scripts, emails and in-person visits with high capacity donors.

YOUR MARKETING ROADMAP

RECOMMENDED

NEXT STEPS

PHASE 1: BUILD YOUR SALES FUNNEL

■ **Update your website to reflect your new Brand Message**

Your website is your home base for all your marketing efforts. When you optimize your site to reflect your new clear Brand Message and convert visitors to leads you've set the foundation for a smart marketing plan.

Marketing Made Simple by Donald Miller & Dr. J.J. Peterson provides an excellent framework for what to include on your site.

■ **Create a Lead Generating Asset**

Create a resource potential customers can download in exchange for their email address. This establishes your authority while building trust by offering value to potential customers.

■ **Write a 6 Email Sales Sequence**

Create 6 emails that can be sent after a lead downloads your Lead Generator to build relationships and trust.

NOTE: If you don't have one already, you will need an email service provider to collect email addresses, send your Lead Generator and automated email sequence.

PHASE 2: FREE PROMOTION & NURTURE

■ **Link to your Lead Generator on all your social profiles**

You want to get as many leads into your sales funnel as you can. Use every opportunity you can to point to your Lead Generator.

■ **Share your Lead Generator landing page in social posts**

■ **Nurture your leads through regular emails**

After a new lead downloads your Lead Generator and automatically goes through your Email Sales Sequence you want to continue providing value and stay in contact with them.

Send regular emails to your subscribers with free content. This can point them to resources like a new blog post, article, show case study/transformations of past client project or address frequently asked questions.

■ **Regular Social Media posts**

The goal with social media is to inspire, nurture and engage your audience. You also want to get as many people from your social media following over to your email list via your Lead Generator.

If you haven't yet, pick up [Social Media Success for Every Brand](#) by Claire Diaz-Ortiz. It is a fantastic resource to help you translate your Brand Message onto social media.

PHASE 3: CHOOSE YOUR NEXT ADVENTURE

- Run digital ads to your Lead Generator
- Write blog articles for your website
- Write articles for industry publications
- Speak at industry events
- Guest on other podcasts
- Host free webinar trainings
- Speak at a local networking event
- Write for a local publication



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