



MAY THE BEST BRAND WIN.®

**STRATEGIC
NEUROMESSAGING
WORKSHOPS**

THE BIG PROBLEM:

Your marketing & communications will only be as good as your **message**. And too many companies settle for the surface level (and talk mostly about themselves) when they can and should **GO DEEPER** to get to what the **AUDIENCE** really wants/needs to hear.

SOLUTION:

RobertsonComm now offers half-day **Strategic Neuromessaging Workshops** (either in person or via Skype) to:

Work through our **proven 7-step neuromessaging process** and create differentiated/unique, strong, emotion-based company and product messaging.

DELIVERABLE:

Message Map document which includes the **new positioning statement, emotional brand center, benefits with support info and storytelling topics** plus a **new tagline** if appropriate. This document should serve as the **foundation of the brand** and be used for **ALL** content creation for **all audiences**.

COST: \$3,000 (ONE-TIME ONLY)
APPROX 15 HRS OF WORK END TO END

To book your session, contact us at
scott@robertsoncomm.com or 949-766-6789