
MESSAGE GUIDE

+ MARKETING PLAYBOOK

ACA PROJECT REAL JOB

MARCH, 2022

WELCOME TO YOUR BRAND IDENTITY & MESSAGING GUIDE + MARKETING PLAYBOOK



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When you struggle to explain what you offer in clear, simple terms, you risk not being able to get new people to engage with your brand.

ACA is an extraordinary organization that is impacting lives everyday. The more clearly you can communicate, the more this impact will grow.

Inside this Guide you will find the elements of your Brandscript. Think of it as the seven “chords” you need to write 1,000 different “songs” about your brand. These songs will speak to the heart of your ideal clients.

You will also find several other elements to use in your marketing efforts.

Keep this Guide handy and reference it every time you develop marketing materials, build your website, write social posts, emails and articles.

I can't wait to see how Project Real Job develops and grows.

Casey Fuerst

OVERVIEW & KEY TERMS

7 KEY BRAND MESSAGES OR 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 from the competition 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 and your team a simple, repeatable way to talk about what you do in a way that your customers will care about.

LEAD GENERATING ASSET

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

EMAIL NURTURE CAMPAIGN

A series of 5 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.

7 KEY BRAND MESSAGES

WHAT YOUR CUSTOMER WANTS

Young adults want a summer job.

THE PROBLEM YOUR CUSTOMER IS FACING

EXTERNAL & INTERNAL PROBLEM:

As a college student, there is so much pressure on you to get a summer internship that will help you build your resume so you can get the job of your dreams post-graduation.

The pressure can be overwhelming, especially when you feel forced to go down an internship path that isn't what you want.

You feel torn between what you should do and what you want to do.

PHILOSOPHICAL PROBLEM:

You should be able to have a summer job that is full of adventure and fun AND builds your resume!

A character has
3 types of problems:

1. External
2. Internal
3. Philosophical

HOW YOU POSITION AS THEIR GUIDE

We get it. We know there is a lot of pressure on you to choose a summer job that makes everyone happy. This is a big choice and it feels really important.

We believe every young adult should spend a summer working at camp.

Truly, working at camp checks all the boxes:

- Internship that looks great on a resume
- Professional skills
- Personal, life skills
- Leadership growth
- Fun
- Challenging
- Has impact in the world!

THE PLAN TO HELP THEM GET WHAT THEY WANT

1. Explore our site to learn more about our summer opportunities
2. Apply and send references
3. Spend your summer building your resume, friendships, and memories!

HOW YOU CALL THEM TO ACTION

PRIMARY CALL TO ACTION:

Apply Now

TRANSITIONAL CALL TO ACTION:

Download summer camp resume language

Use 2 Types of
Call to Action:
1. Direct/Primary
2. Transitional

THE SUCCESS YOU HELP THEM ACHIEVE

- Friendships
- Unplugged
- Authentic connections
- Prepares you for jobs to come
- Favorite job you have before you are 30
- Teach you EQ skills you need beyond the classroom
- Find your people - friends for life
- Mentor others
- Be a better human (parent/professional/etc)
- Leadership skills
- Confidence
- Is an amazing job for every "type" of person
- Growth zone
- Supportive relationships with adults
- Live in community with people who are like and unlike you
- Broad skill acquisition
- Learn to work in a diverse body of people
- Practice "adulthood" with a safety net (you can fail well)
- Learn through teaching others

THE FAILURE YOU HELP THEM AVOID

- Nature deficit disorder
- Mental health challenges
- Wasting one of your last summers of options
- Be plugged in and not in nature
- No saved income at the end of the summer
- Don't learn life and professional skills

YOUR BRAND STORY

As a college student, there is so much pressure on you to get a summer internship that will help you build your resume so you can get the job of your dreams post-graduation.

The pressure can be overwhelming, especially when you feel forced to go down an internship path that isn't what you want.

You feel torn between what you should do and what you want to do.

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Here's how it works:

1. Explore our site to learn more about our summer opportunities
2. Apply and send references
3. Spend your summer building your resume, friendships, and memories!

Apply Today so that you can move on from the worry and stress of finding the perfect summer job and, instead, start planning for the most amazing summer of your life!

BRAND MESSAGE

TAG LINE

Your “tag line” is a few easily repeatable words to attach to your brand and make sharing easy.

WORKING AT CAMP IS A REAL JOB
Build your resume and have a blast!