HELLO #MHSCN



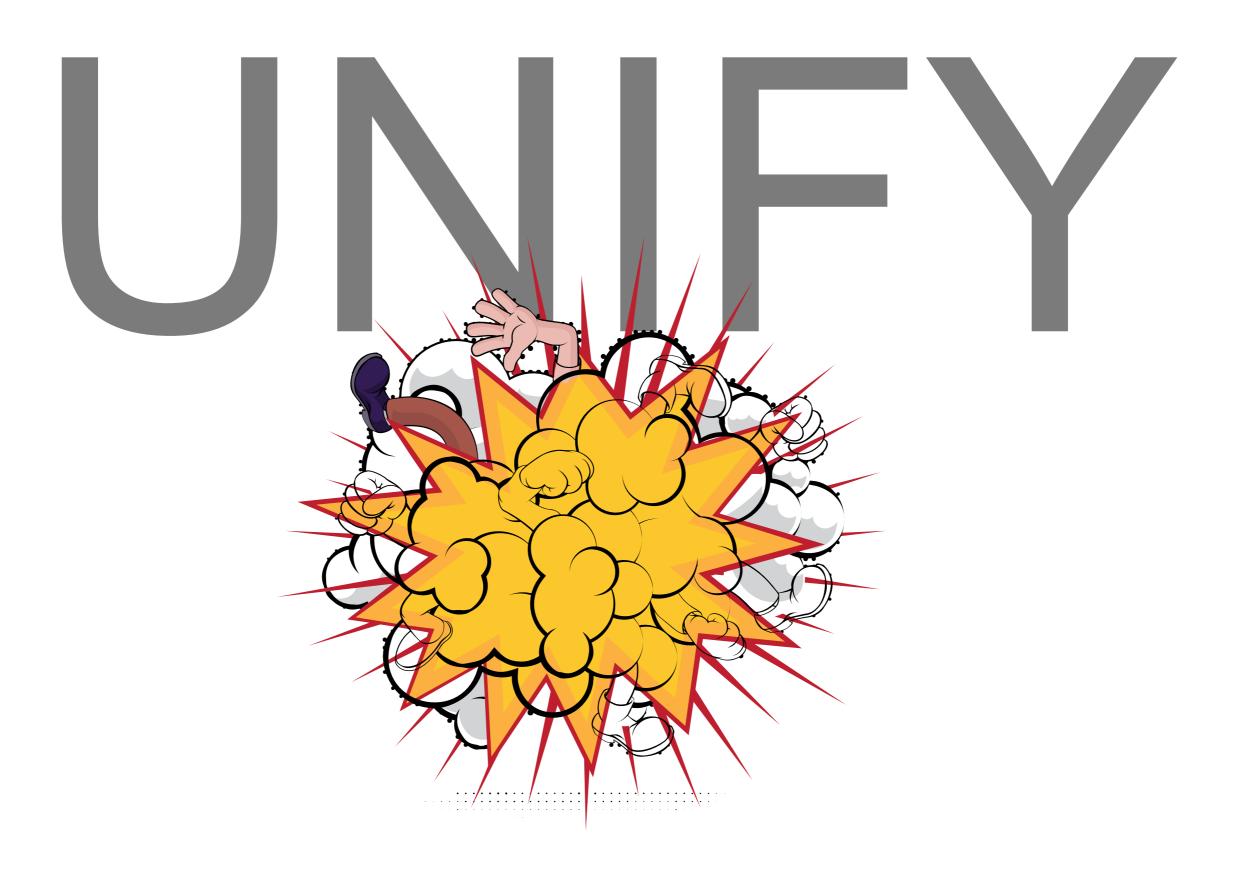
# GOAL: Increase Profits

- INCREASE
- IMPROVE EMPLOYEE
   ENGAGEMENT
- IMPROVE TECHNOLOGIES/PROCESSES
- EXPAND INTO NEW CATEGORIES
- ADD NEW PRODUCTS
- EXPAND INTO NEW MARKETS
- CUT OVERHEAD/OPERATING COSTS
- LOWER PRICES
- WORK LONGER HOURS

## BE FASCINATING. BE VALUABLE. TELL THE TRUTH.

## WHAT WE STAND FOR WHY ANYONE SHOULD CARE WHAT WE'RE WILLING TO DO TO MAKE THAT HAPPEN





#### FASCINATING = STORIES

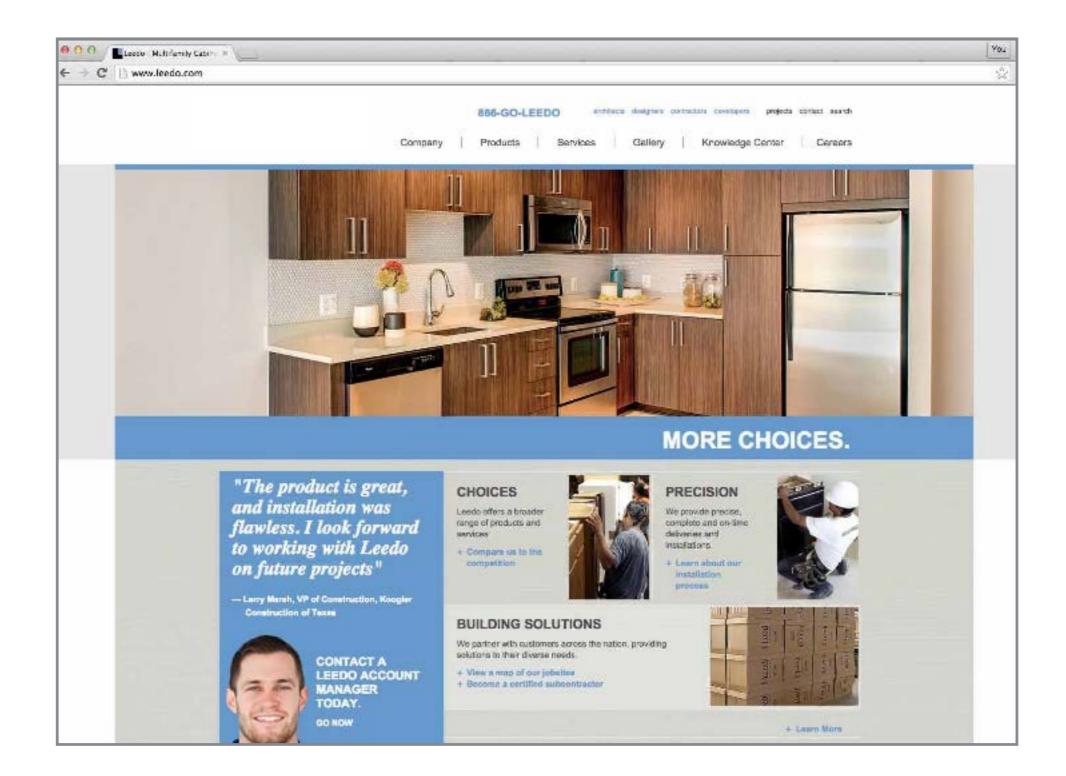
#### THIS WAS MY LIFE THEN SOMETHING HAPPENED NOW, THIS IS MY NEW LIFE

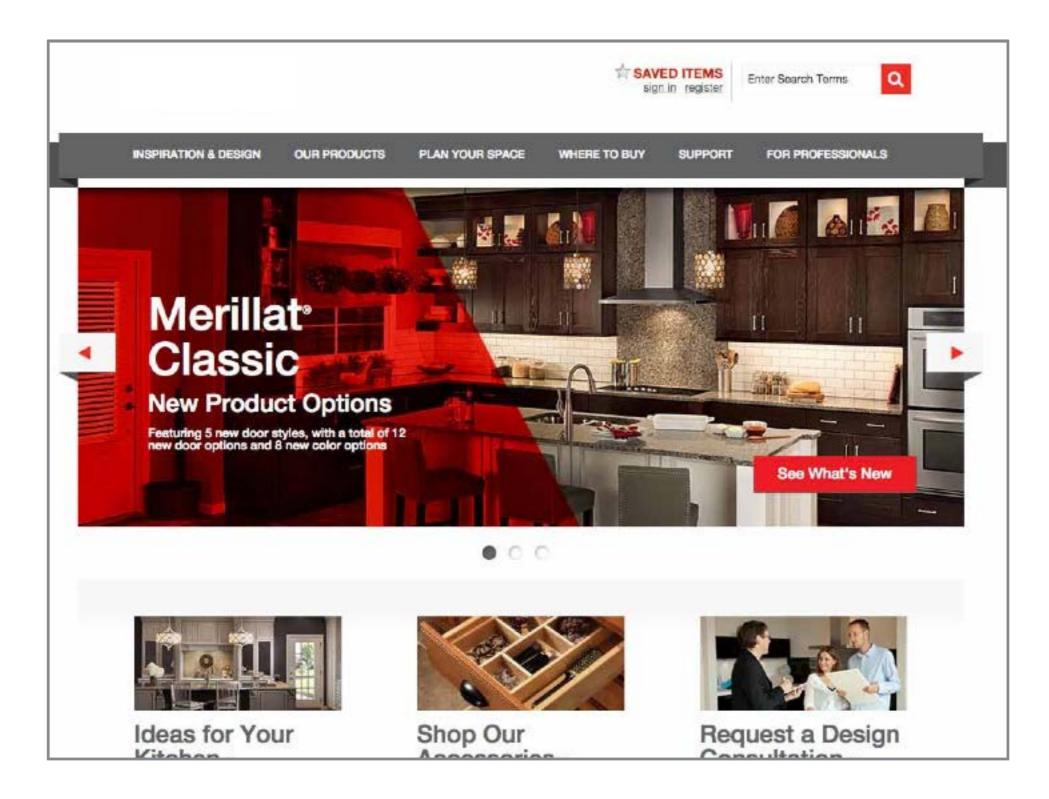
#### TELL YOUR BRAND STORY

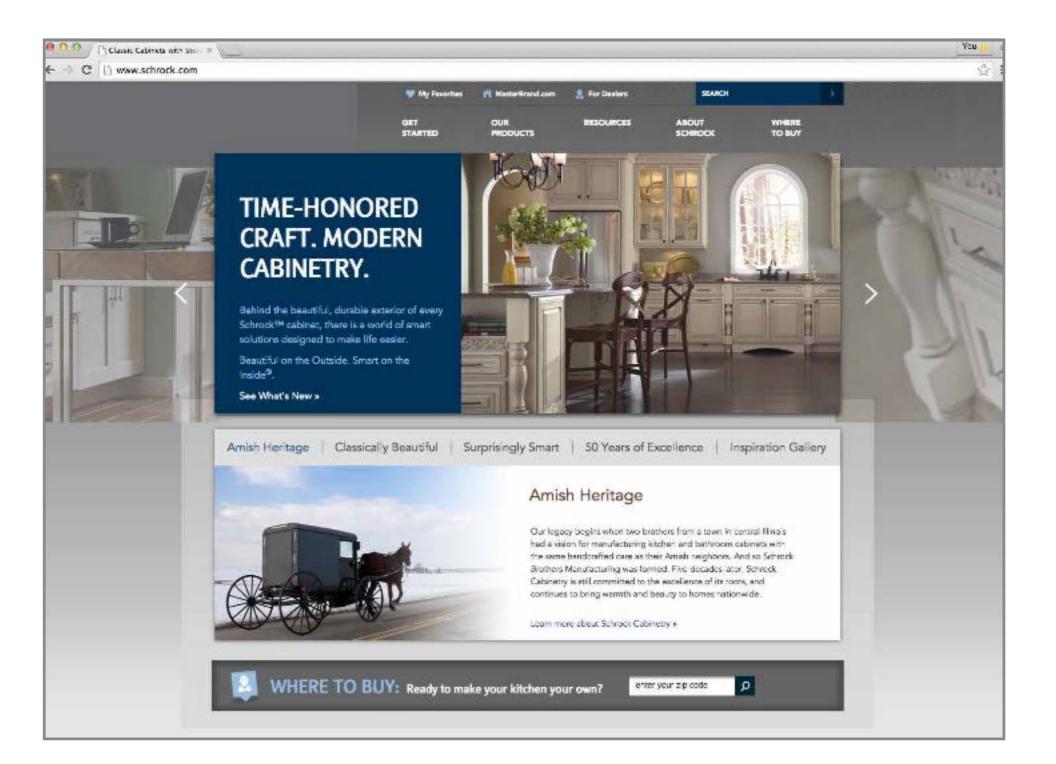
WHAT WE<br/>DOHOW<br/>WE DO IT<br/>BETTERWHY IT<br/>MATTERS

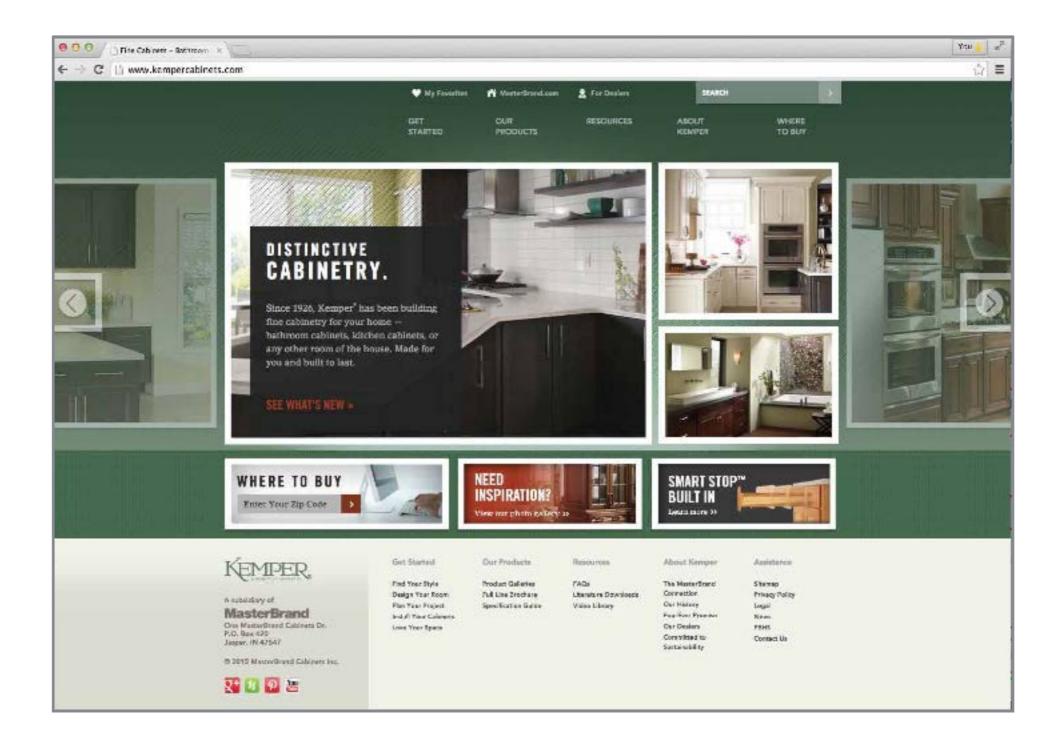
#### FASCINATING = STANDING OUT

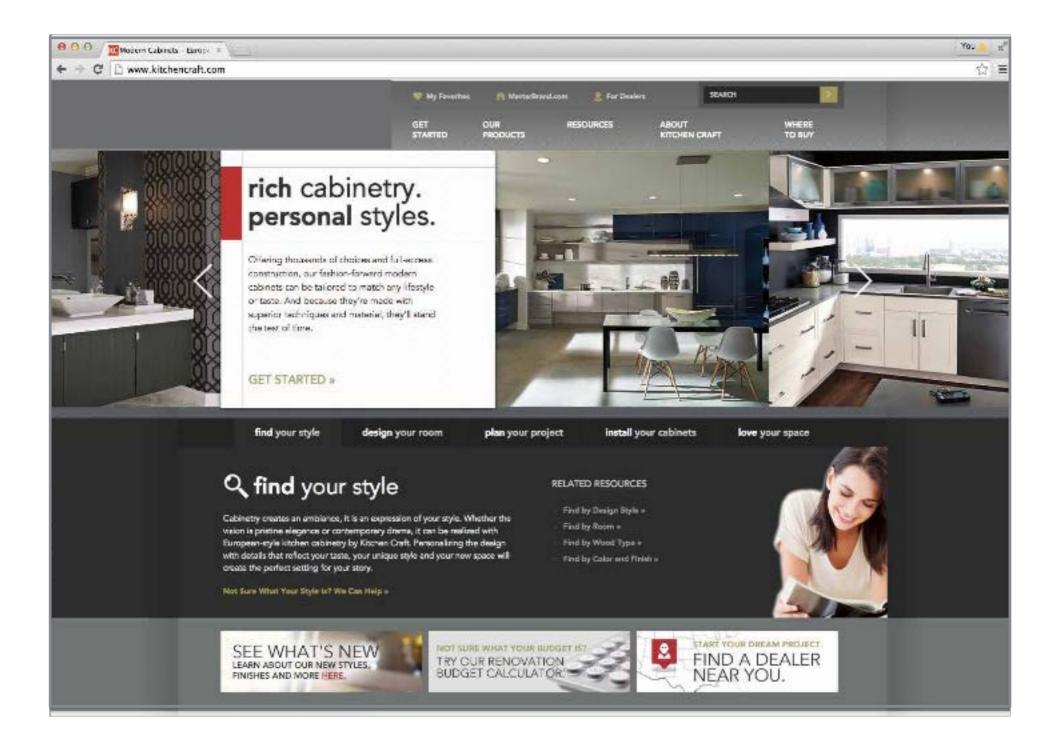


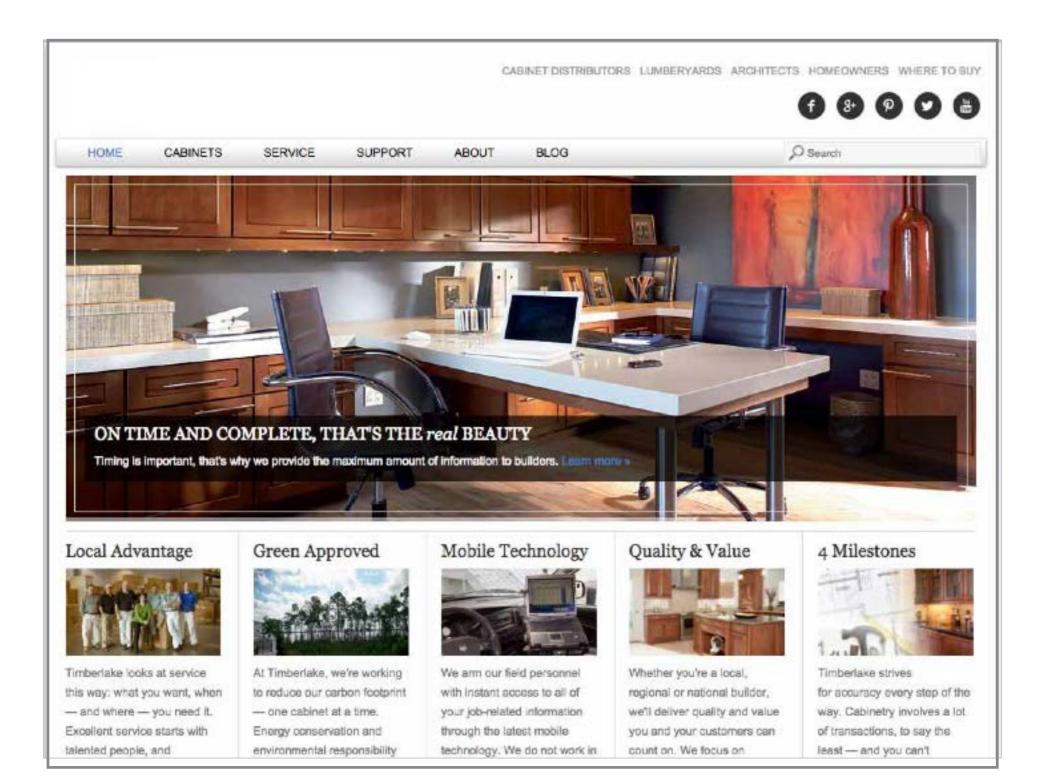




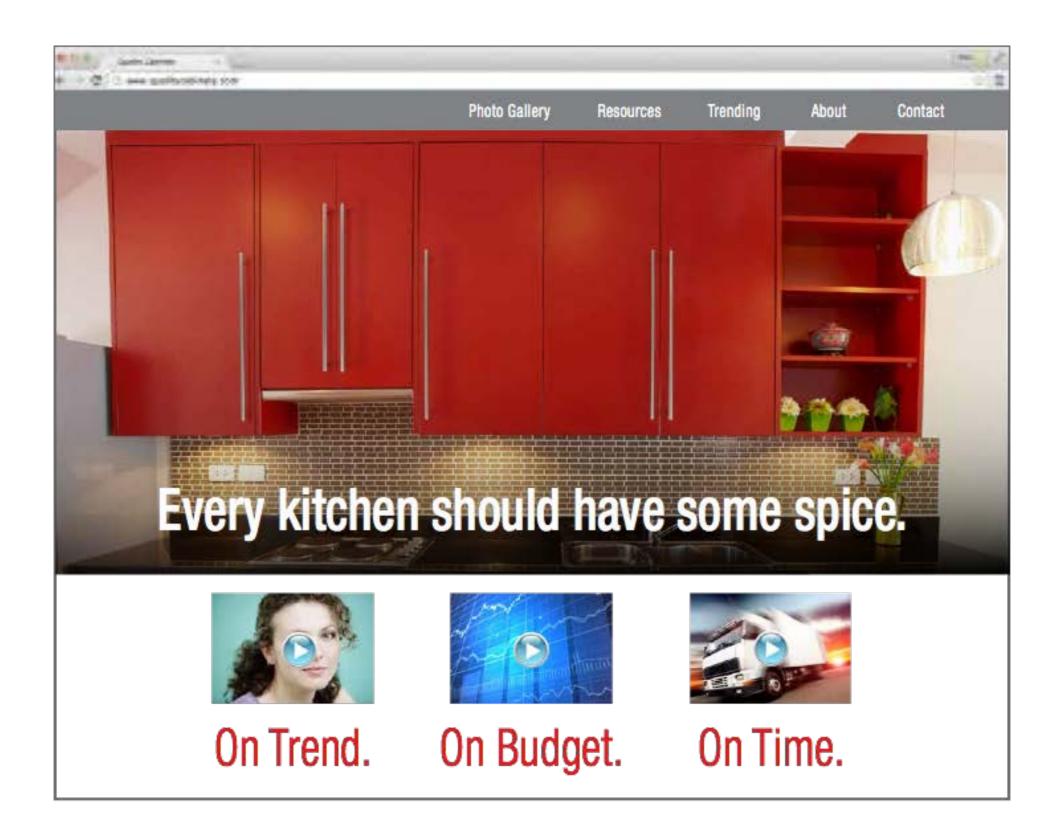








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#### **FASCINATING** = FEELING











= I FEEL FREE

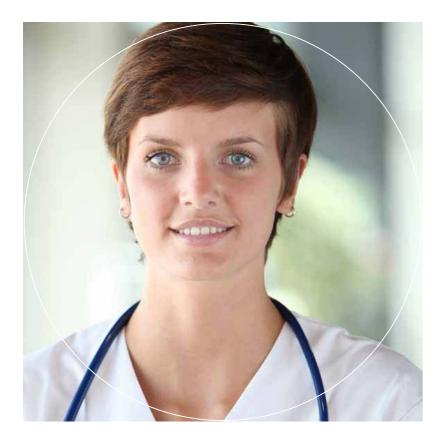
**APPLE STORE** 

#### MICROSOFT **STORE**

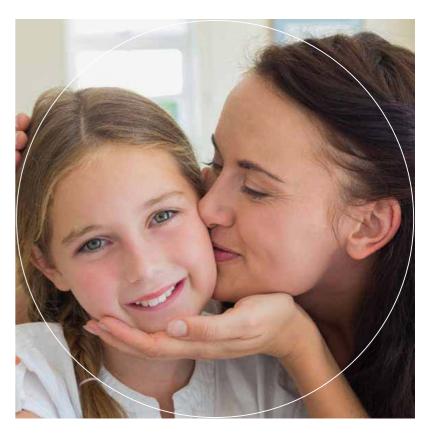




### FASCINATING = YOUR CUSTOMER







#### VOICE OF CUSTOMER



"I'd like to play on the floor with my grandkids, but I'm afraid I won't be able to get up."

"I'd like to get training from SafeWalk but the cost is prohibitive and my insurance doesn't cover it."

I'd do anything to avoid being in a wheelchair or counting on others to help me get around."

> "I'm afraid I'm too old and out of shape to regain my strength and mobility."

#### KEY MESSAGES

**RATIONAL STATEMENT** 

Safewalk is successful largely because they take a preventive approach to strength and balance, so that patients can avoid the trauma and setbacks associated with a fall.

**EMOTIONAL STATEMENT** 

Better Safewalk than sorry.

#### QUICK TIP

#### WE'RE IMPROVING OUR SCHEDULING TECHNOLOGY **SO THAT** YOU'LL NEVER HAVE MORE THAN A 15 MINUTE WAIT

#### The science behind our SafeWalk therapy will move you.



It's the best of Qwerty rolling up our beerw aqatw ader trart slesves and fake copy goes here. Beal, more compelling copy will be written at a later date. The will happen after learn more about what makes your brand special and valuable to your target audiences. Fake copy goes here. Beal, more

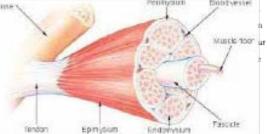
#### 22% GREATER MOBILITY

compelling copy will be written at a later date. That will after target audiences. You want what's best for him. Qwerty rolling up our beerw aqatw xder trart sleaves and fake copy goes here. Real, more You want what's best for him. Qwerty rolling up our beerw aqutw ader trart skewes and fake copy goes here. Real, more compelling copy will be written at a later date. The will happen after learn more about what makes your brand special and valuable to your target audiences. Fake copy goes here. Real, more compelling copy will be written at a later date. That will



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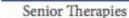
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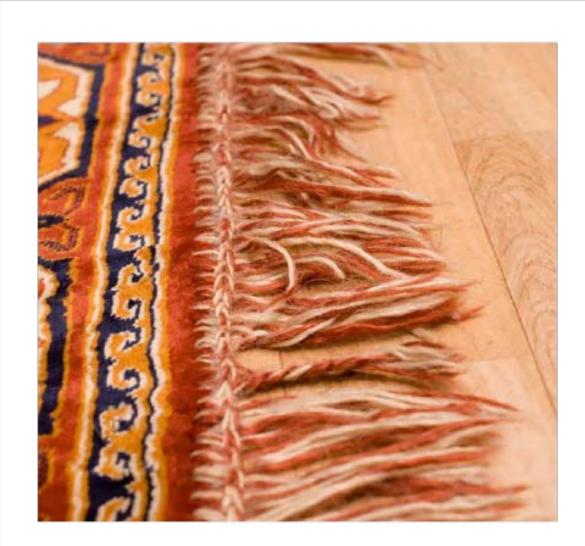


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#### This is seventeen times more likely to cause a death than a handgun.

You want yor parents to age gracefully and get the most out of life. Qwerty rolling up our beerw aqatw xder trart slesves and fake copy goes here. Real, more compelling copy will be written at a later date. The will happen after learn more about what makes your bd special and valuable to your target audiences. Fake copy goes here. Real, more compelling copy wi

SAFEWALK

"Let me put it this way. Because of my Safewalk training, I can use a restroom without anybody's help."



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#### WRITTEN TO CHILD OF CLIENT

#### LOVE INSTEAD\_ OF FEAR

#### CLIENT IS DANCING

He'll always have two left feet. Our job is to make sure he stays up on them.

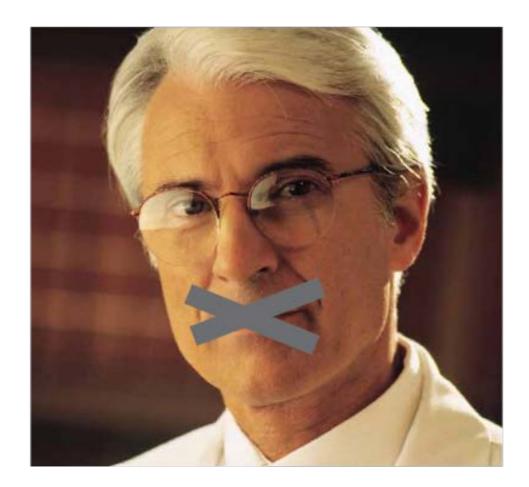


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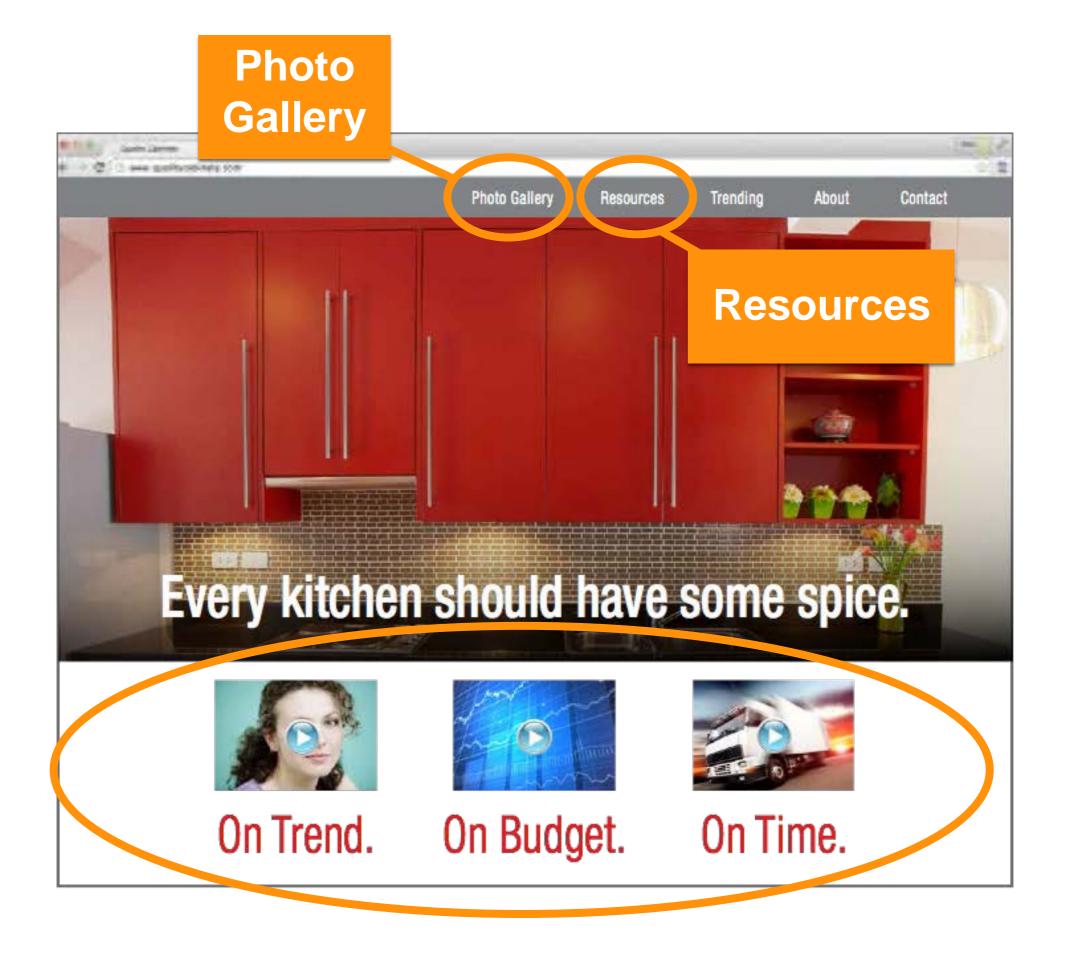
SAFEWALK WILL IMPROVE OR RETAIN STRENGTH AND MOBILITY REGARDLESS OF AGE OR CURRENT HEALTH ISSUES. Your mother's doctor says she should accept her limited strength because she's older. May we offer a second opinion?

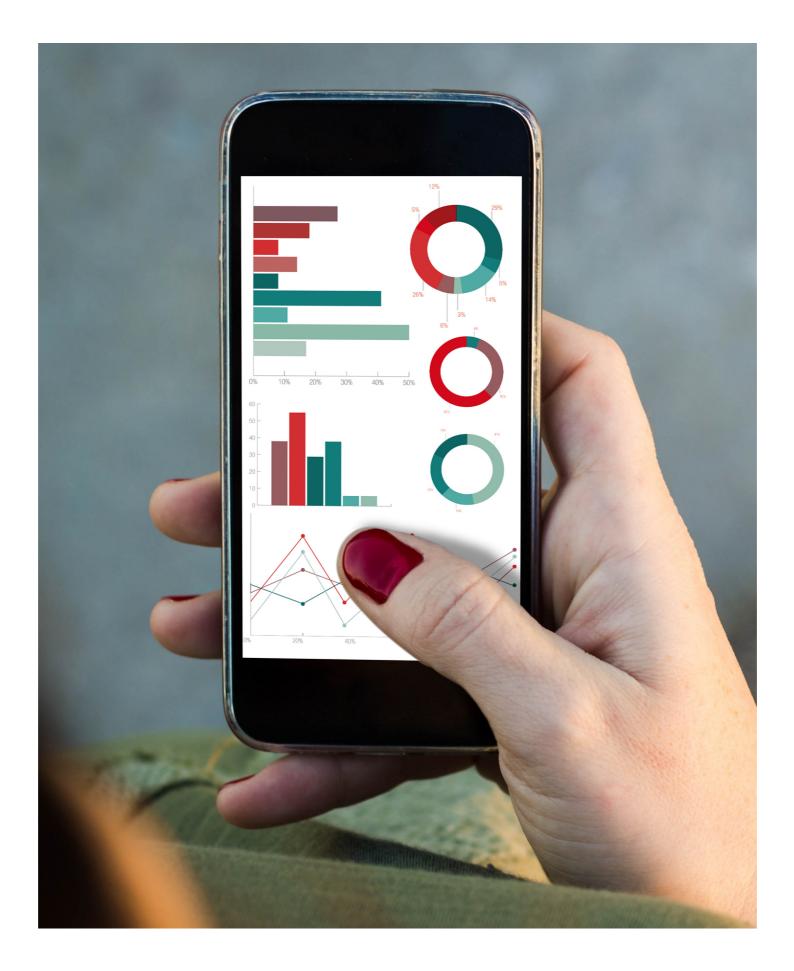


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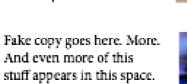
**BE VALUABLE** 







- Fake copy goes here. More. And even more of this stuff appears in this space. So there you have it.
- 2. Fake copy goes the And even more of this Fake copy goes here. More. stuff appears in this space. So there you have it.



- Fake copy goes here. More. And even more of this stuff appears in this space. So there you have it.



Fake copy goes here. More. **5.** Fake copy goes ..... stuff appears in this space. So there you have it.



**6.** Fake copy goes here. More. And even more of this stuff appears in this space. So there you have it.



Fake copy goes here. More. And even more of this stuff appears in this space. So there you have it.



•		Stent Improvements
		Helvetica Neue 🗘 🔳 🖪 I 🙂 🚍 🗏
	To: Dr. Deborah Day	
	Cc: Rob Dalton ~	
	Subject: Stent Improvements	
	From: Rob Dalton – rob@daltonbrandcatalyst.com	
Dear Dr. Day, We're excited to inform you about 3 recent improvements we're made to our Eclipse Stent Systems! Rather than explain the benefits in this email, we invite you to an on-site demo on September 20th, at 7:30 a.m. Breakfast will be included. Our presenter is Dr. Malcome Smith who personally leads the R&D team responsible for 23 medical patents. We look forward to your RSVP. Kind regards, Elizabeth Greenway Product Innovations Director Ovation LifeSystems, Inc.		
	your back. Try this 5-minute simple exercise. A. Lay f at ansd slowly lif with your forearms. Hold 1 minute. 3 reps. B. Place hands in front of you. Lif torso and hold for 30 seconds. C. While standing, place hands on small of back and look up to ceiling and to back wall. Hold for 30 seconds. 3 reps.	B B C C

**TELL THE TRUTH** 



## THERE FAST



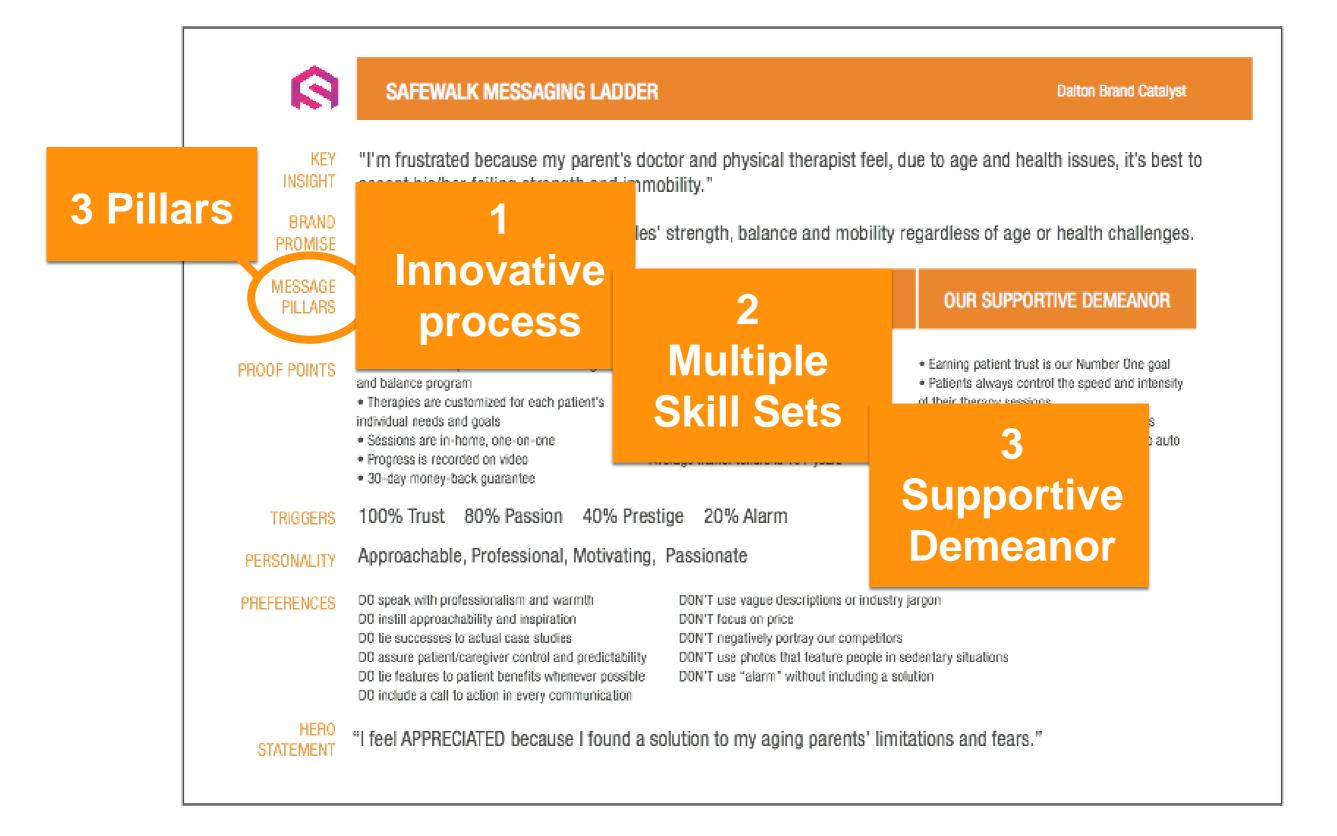


EASY AND QUICK



blem 😣	SAFEWALK MESSAGING LADD	ER	Dalton Brand Catalyst
KEY INSIGHT	"I'm frustrated because my parent's doctor and physical therapist feel, due to age and health issues, it's best a cept his/her failing strength and immobility."		
BRAND PROMISE	SafeWalk will retain or improve peop	les' strength, balance and mobility r	egardless of age or health challenges
MESSAGE PILLARS	OUR INNOVATIVE PROCESS	OUR MULTIPLE SKILL SETS	OUR SUPPORTIVE DEMEANOR
PROOF POINTS	<ul> <li>SafeWalk developed the entire core strength and balance program</li> <li>Therapies are customized for each patient's individual needs and goals</li> <li>Sessions are in-home, one-on-one</li> <li>Progress is recorded on video</li> <li>30-day money-back guarantee</li> </ul>	<ul> <li>Our trainers hold degrees and/or certification in physical therapy as well as geriatric health</li> <li>Among our staff we have expertise in virtually every health issue common to older patients</li> <li>Average trainer tenure is 10+ years</li> </ul>	<ul> <li>Earning patient trust is our Number One goal</li> <li>Patients always control the speed and intensity of their therapy sessions</li> <li>Patients and caregivers have 24/7 access</li> <li>A friendly person answers our phone - no auto prompts or "on hold" music</li> <li>We love people!</li> </ul>
TRIGGERS	100% Trust 80% Passion 40% Prestige 20% Alarm		
PERSONALITY	Approachable, Professional, Motivating, Passionate		
PREFERENCES	D0 speak with professionalism and warmthD0N'T use vague descriptions or industry jargonD0 instill approachability and inspirationD0N'T focus on priceD0 tie successes to actual case studiesD0N'T negatively portray our competitorsD0 assure patient/caregiver control and predictabilityD0N'T use photos that feature people in sedentary situationsD0 tie features to patient benefits whenever possibleD0N'T use "alarm" without including a solutionD0 include a call to action in every communicationD0N'T use "alarm" without including a solution		
HERO	"I feel APPRECIATED because I found	a solution to my aging parents' limit	ations and fears."

	SAFEWALK MESSAGING LADE	DER	Dalton Brand Catalyst	
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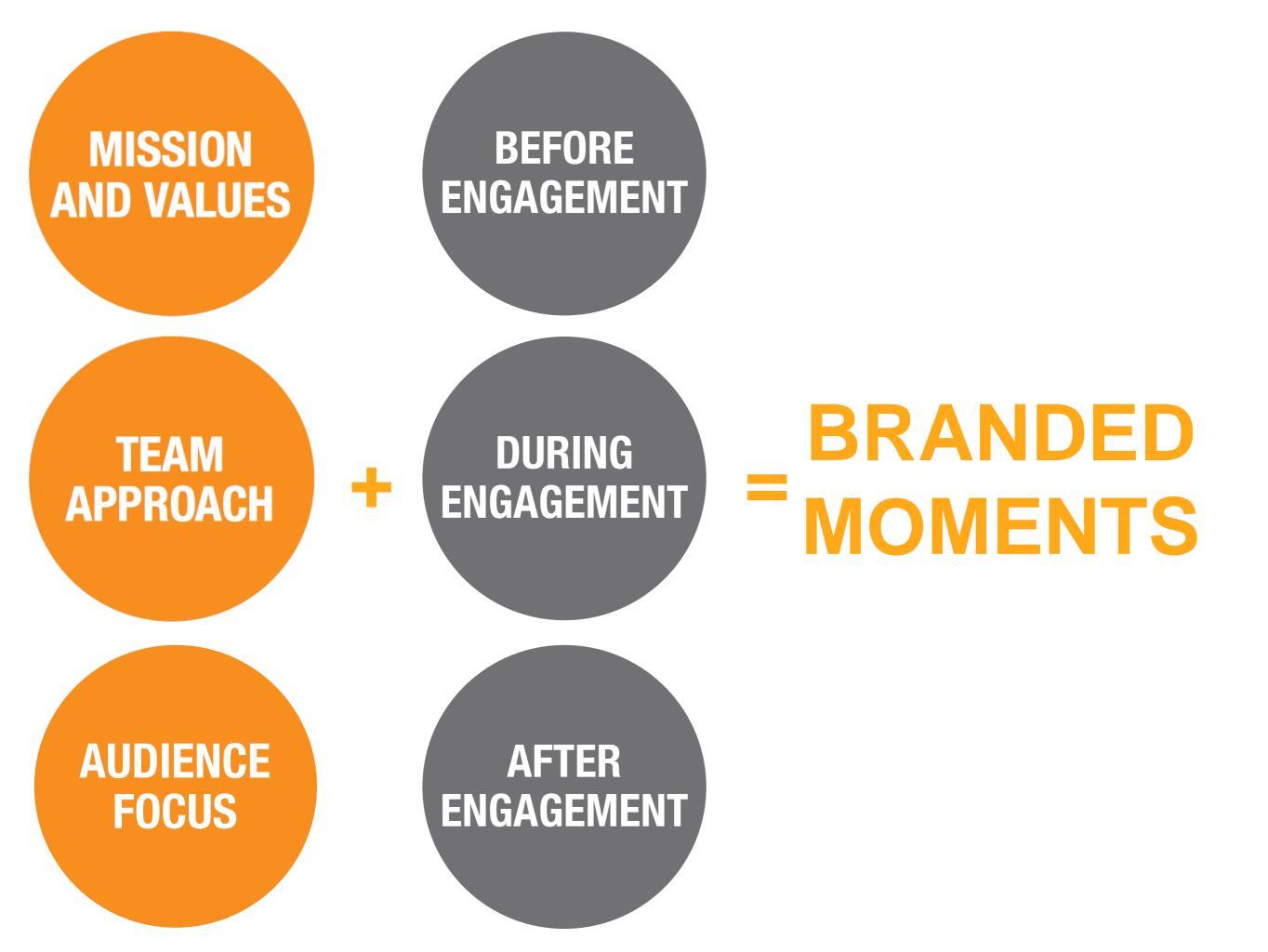
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## "I'M AN EFFECTIVE MARKETING LEADER."

## "I CAN MAKE THE WORLD A BETTER PLACE."



## rob@daltonbrandcatalyst.com