

CONTENT GUIDE FOR
Sage Wellness and Consulting

Congrats!

Your copywriting project is complete. This content guide will help you create cohesive copy and messaging for your email marketing, social media platforms, website/blog updates, and packaging.

TAGLINE: Therapy and professional development services that honor the lives of Black and Brown people.

UNIQUE VALUE PROPOSITION: We educate organizations that serve students of color on how to create culturally inclusive learning environments. We empower Black and Brown children and young adults to be wise and well.

MISSION: To provide therapy and professional development services catered toward care, justice, and culture.

VOICE (the overall personality of your brand). Create messaging that is:

- **Knowledgeable:** Convey information in a straightforward way. Copy should always be simple, clear, and easy to understand, regardless of how complex the subject matter is.
- **Warm and Authentic:** Express encouragement and understanding in a way that resonates with your audience emotionally.

Tip: When creating copy, think of Michelle Obama. Her personality is similar to the voice of your brand. Her professional background paired with her compassion and down-to-earth personality make Michelle a credible, trustworthy, and relatable figure. All of these traits also apply to your brand.

TONE: Tone is how you adapt your voice to different situations. For example, an email that addresses a client's concern will require a more apologetic tone than a social media post about an upcoming event. Regardless, ensure the tone of your copy resembles the overall voice of your brand.

AUDIENCE'S STORIES: Your audience's stories influence how they perceive themselves and the world around them. Create copy that resonates with their stories as well as who they ideally want to become.

For Individuals: Young professionals who may have a history of trauma (including racial and personal) and are interested in healing. They want to understand themselves better and build healthy relationships with themselves and others. They care about social justice issues and want to explore and embrace their identities. They are hesitant to try therapy because it requires vulnerability and deep work. They need a therapist they can trust and who can help them make sense of their lives.

For Organizations: Education-based organizations (for children) that need assistance with:

- Equipping personnel with the knowledge and tools that are needed to work effectively with students (especially students with disabilities) and to improve interpersonal relationships in the workplace.
- Implementing care-based policies and practices that create racially inclusive learning environments and transform the educational experience of children of color.