

# COPY BIBLE TEMPLATE

LOGO

The Copy Bible is a collection of strategic message variations for use in print collateral, online and in-person/on the telephone conversations throughout the year.

## MISSION:

Reputation management for CEOs and business leaders on crisis avoidance and good ways to deliver bad news

## VISION:

To establish a communications ethic, which inspires at least one million people to speak and write the truth considerately and objectively.

## TAG LINE

TruPerception—Beyond Words  
TruPerception—Good Ways to Deliver Bad News

### ► Elevator Speech (10-second version):

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Hello. I'm Melissa DeLay. I help <<CEOs/business owners/leaders>> manage their reputations. My specialty is good ways to deliver bad news.

### ► Elevator Speech (30-second version):

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Hello. I'm Melissa DeLay. I help <<CEOs/business owners/leaders>> manage their reputations. My specialty is good ways to deliver bad news.

I show you how to get results whether you're speaking, sending emails or managing a crisis. Everything from helping your employees get along better to avoiding lawsuits.

My ghostwriting, private coaching, workshops and retainer services help you become more confident, powerful and valuable.

### ► Elevator Speech (60-second version):

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Hello. I'm Melissa DeLay. I help <<CEOs/business owners/leaders>> manage their reputations. My specialty is good ways to deliver bad news.

I show you how to get results whether you're speaking, sending emails or managing a crisis.

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You get the exact script and delivery techniques for every kind of high-stakes situation. You'll know what to do and say:

1. When you're attacked out of the blue.
2. And how to prepare for situations you can foresee.

Whether it's something as simple as dress code or attendance to bigger issues like client complaints or stalled prospects...

My ghostwriting, private coaching, workshops and retainer services help you become more confident, powerful and valuable.

## ► Elevator Speech (90-second version):

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Hello. I'm Melissa DeLay. I help <<CEOs/business owners/leaders>> manage their reputations. My specialty is good ways to deliver bad news.

<<TELL ME ABOUT YOU.>>

I show you how to get results whether you're speaking, sending emails or managing a crisis.

You get the exact script and delivery techniques for every kind of high-stakes situation. You'll know what to do and say:

When you're attacked out of the blue

And how to prepare for situations you can foresee.

Whether it's something as simple as dress code or attendance to bigger issues like client complaints or stalled prospects...

My ghostwriting, private coaching, workshops and retainer services help you become more confident, powerful and valuable.

<<WHAT ARE SOME OF YOUR BIGGEST CHALLENGES?>>

It can be tough to <<inspire employees, land a new job, grow revenue and keep customers happy,>> especially when things go wrong.

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<<INSERT A PROOF POINT>>

- In just two weeks, I prevented unwarranted criminal charges from being filed on a 20-year career veteran, preserving the company's reputation.
- I helped a 20+ year career veteran avoid unwarranted criminal charges and possible dismissal as well as retain a new, better paying job in just 30 DAYS.
- I helped a client avoid a potential lawsuit by creating language for a 20-second voicemail.
- In just four months, I increased a Fortune 100 executive's approval rating from 78% to 94%, helping him increase productivity and reduce turnover.
- In just three months, I turned a Fortune 500 executive, terrified of presenting, into a sought-after keynote speaker.
- Moved a high-performing Fortune 500 CEO into the top 1% of presenters in the Twin Cities.
- In just a few hours, I helped a high-performer land a coveted job at a reputable firm AFTER the offer had been withdrawn.
- I showed a ready-to-resign leader how to manage a difficult boss, which resulted in a HUGE promotion after only two months.
- Trained more than 200 plant managers on good ways to deliver bad news, authoring precise language to address absenteeism, coworker conflict, personal hygiene, performance reviews and more.
- Served as three-city tour, main stage speaker for member-owned association of electrical, heating, cooling and plumbing service contractors within Canada and the United States.
- Authored script for Minnesota senators to use on Capitol Hill to successfully lobby for unemployment rights.
- Delivered custom training to the largest, most influential family office in the Twin-Cities.

And I can help you <<inspire employees/land a new job/grow revenue/keep customers happy>>.

If you want to learn more, we should get something on the calendar.

## ▶ **LinkedIn Professional Headline:**

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### **Melissa DeLay, M.A.**

Message Maven | Reputation Management for CEOs & Business Leaders on Crisis Avoidance and Good Ways to Deliver Bad News

## ▶ **LinkedIn Summary:**

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Perception is reality. That's why perceptions of your brand, your company—and perceptions of YOU—matter so much.

I'm Melissa DeLay, aka the Message Maven, and I help leaders manage their reputations.

## ▶ **WHAT I DO**

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I show you how to master the art of making positive perceptions so you can close more deals, increase loyalty and communicate with confidence...even in the most difficult situations.

My writing, coaching & workshop services help you:

- Author strategic message sets that inspire change and create brand ambassadors.
- Manage everyday business crises—i.e., good ways to deliver bad news.
- Craft influential email and social media messages to strengthen your online reputation.
- Tap the power of relational skills to build a dynamic selling platform.

## ▶ **CLIENT SUCCESSES**

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- FORTUNE 100 EXECUTIVE increased approval rating from 78% to 94% in just FOUR months.
- BUSINESS OWNER avoided a potential lawsuit using language for a 20-second voicemail.
- ENTREPRENEUR achieved a 100% close rate, immediately following a 60-minute consultation.
- PRIVATE-COACHING CLIENT collected \$10,000 in at-risk commission using a ghostwritten email.
- MINNEAPOLIS BUSINESS increased email response rate by 60% following a communications audit.

## ▶ **TO LEARN MORE:**

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- Visit <http://www.truperception.com>
- Email me at: [melissa@truperception.com](mailto:melissa@truperception.com)
- Subscribe to my blog at: [bit.ly/truperception](http://bit.ly/truperception)
- Or schedule a complimentary 30-minute session: <https://www.timetrade.com/book/522PH>

Keep productivity levels high—and customer loyalty ratings even higher—with TruPerception.

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Specialties: Reputation Management, Crisis Avoidance, Online Reputation, Leadership Credibility, Strategic Communications, Internal Communications, Crisis Communications, Email Reputation, Speech Writing, Presentation Coaching, On-Camera Talent, On-Camera Coaching, Script Writing, Executive Coaching, Change Management, Public Speaking, Personal Branding, Non-Verbal Communications