|  |  |
| --- | --- |
| **Profile Script Outline Example** | |
|  | This document’s purpose is to help you organize your key messages in an order that is most relevant for your audience. Always start with an intro that immediately connects, then move into the main content further expand on the subjects to be covered and then close with a wrap up or CTA for further action.  Below is an example of a profile video for an engineering business, just replace the bullet points with your key messages you decided on in the Key Messages Document  **INTRO - OPENING STATEMENTS**   * Building connected communities + people behind your infrastructure for our clients and the general population * Involved with local communities, touching base with people from geomatics to highways * Serve both public and private * Multi-disciplinary, one stop shop for civil engineering services * We are a sustainable and safety-oriented company   **MAIN CONTENT**   * **OUR DIFFERENCE -** Proven quality, Experience, Make our clients’ jobs easier, Trust, Dependability * Project Management * Construction Management * Highway Design * Traffic Engineering * Geomatics * Land Development * Landscape Architecture * Parks & Recreation * Land Surveying * **OUR BENEFITS -** Proven track record, Employee & local ownership, Industry leading experience, Our size, Strong & long term, relationships * Offer staff with extensive experience   **OUTRO - CLOSING STATEMENTS**   * Proven quality, Experience, Make our clients’ jobs easier, Trust, Dependability * About the company’s future * Specialize in a wide range of disciplines and services that span the entire project lifecycle—from planning, to design, to construction, through to asset management |