



THE HERO METHOD[®]

Portfolio AT A GLANCE

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**Messaging
and Story
Consulting**



**Sales Tool
Messaging**



GE Healthcare

**Positioning
and
Messaging**



**Consumer
Software**

- + Packaging copy strategy
- + Packaging copy
- + Money user manual



Flash Demo Script

- + Strategy
- + Voice-over direction
- + Scriptwriting

AVAVA

**Brochures and
Video Demo Scripts**

**PHILIPS
Healthcare**

**National
Newsletter
Head Writer**



Global Launch

- | | | |
|----------------------|-----------------|----------------------------------|
| + PowerPoints | + POS brochures | + Ads |
| + How-to-sell guides | + POS posters | + Day-in-the-life stories |
| + Battle cards | + Web banners | + Int'l reseller success stories |