E-Newsletter Campaign Content

*EMAIL 1*

{{first\_name}},

Hello, My name is Liz Zurek Beaudry and I own Envision. We are a brand culture firm and we measure culture. Yes, we actually put numbers on culture.  
  
The long form: Many organizations aren’t aware of what’s driving their culture nor how to use it to drive marketing ROI. We help companies experience marketing ROI by helping them build their internal culture first. Our focus is on small to mid-sized businesses.  
  
If this intrigues you and is something that could help your organization, let me know when we can schedule a time to chat.   
  
Liz

*EMAIL 2*

{{first\_name}},   
  
Is your company culture aligned so your business can grow?  
  
Growth is hard. If you feel like you can't burst through, your company culture might be getting in the way. Company culture is not exclusively a top-down initiative. It is created by every employee in every role. Envision helps companies understand their culture on an individual and organizational level and turn that into marketing ROI.   
  
If this intrigues you, learn more [here](http://thinkenvision.com/landing-page). If you need resources, please let us know. We offer services from a free, individual assessment to a comprehensive company culture assessment and plan.   
  
Liz

*EMAIL 3*

Hi {{first\_name}},   
  
Is culture important to your company? Or maybe you're not sure where to start?  
  
If you are looking for a starting point, we offer an assessment called MDNA Cloud where we take an x-ray of your culture. We’re happy to offer the first part as a free assessment (so you can get a feel for the impact). This particular assessment identifies what intrinsically motivates individuals. Intrinsically motivated employees are more engaged and more productive.   
  
If you'd like to take the assessment and experience what your employees will experience, please click [here](http://thinkenvision.mdna.cloud/).  
  
Liz

*EMAIL 4*

{{first\_name}},   
  
Culture and ROI are usually two words that don't appear in the same sentence. At Envision we provide the solution to drive ROI from your company's culture.   
  
For example, if you have an employee whose Key Performance Indicators are revenue growth, you want to have employees who are motivated by revenue growth. Our assessment can help you identify that.    
  
If you want to see how that works, please take our free [assessment](http://thinkenvision.mdna.cloud/) and see what your intrinsic motivators are and see how they align with your efforts.   
  
Look forward to hearing your thoughts on the results.  
  
Liz

*EMAIL 5*

{{first\_name}},   
  
Are relationships breaking down in your organization? Is your culture improving or deteriorating? Is your culture an asset or liability? The real question is where is the breakdown and why.   
  
First, we have to know which relationships aren't working and which relationships are improving. The ones that aren't working need to be fixed. The ones which are improving can actually drive your brand and ROI.   
  
With MDNA Cloud, we can determine both of these metrics and then create a strategy that improves troubled relationships and leverages great ones.   
  
Intrigued? Let's set a time to talk.   
  
Liz

*EMAIL 6*

{{first\_name}},   
  
Change is a given, but being open to change is not. One way to accelerate company change is to find internal champions who will advocate change within your company.   
  
But how do you know who they are? We can tell you.   
  
With MDNA Cloud, one of the things we measure is Change in Confidence Index (CCI), or how confident people are in change. When you know who rates high in CCI, you know that they will be advocates for you. When people rate low in CCI, you know who will be your speed bumps.   
  
Do you want to know more? Let's talk.   
  
Liz

*EMAIL 7*

{{first\_name}},   
  
As a company leader, you need to know if your employees are determined to make things happen. We can help you figure that out. One of the key things we measure with [MDNA Cloud](http://mdna.cloud/) is a person's Self Determination Index. High scores show that a person will show initiative to execute their goals. Low scores show that a person needs closer management.   
  
Would you value measuring your employees' self determination? Let me know a good time to discuss!   
  
Liz

*EMAIL 8*

Hello {{first\_name}},   
  
If you took the free assessment recently, you probably know more about what intrinsically motivates you. Now imagine if all of your employees understood this.  
  
As you know, your brand is only as effective externally as your culture is internally. You might be very passionate about what you sell, but if the people inside your company don't present that, your clients won't stick around to experience it. Envision helps companies align their internal culture with their external brand.  
  
If this intrigues you, let’s talk.  
  
Liz

*FOLLOW UP TO ASSESSMENT*

{{first\_name}},   
  
You recently took our free MDNA Cloud assessment. I wanted to follow up and find out what you learned about your own intrinsic motivations!   
  
If you are like many who take our assessment, there are things that will ring true, some things might seem obvious, and others will illuminate how you think about what you do. Are you interested in taking this to your organization? In addition to the assessment you took, we have a tool that can measure the culture of your whole organization. Once you have this, we have been able to actually create an ROI of a company's culture. Click [here](http://www.mdnai.org/for-organizations)to learn more.  
  
Would you be interested in a call?   
  
Liz