

ANNOUNCEMENT CONVERSATION GUIDE

Our research indicates that your scripts should: 1) be client-focused, 2) indicate that the change complements your existing practice/offer and 3) indicate a continuation of the benefits that you work to provide to your clients. Use the space below to create your verbiage following those three elements.

Client	
Complementary	
Continuity	

Now, use the space below to create your whole Announcement script. Be sure to incorporate the three elements you've isolated above.



CLIENT



COMPLIMENTARY



CONTINUITY