

The Model

Messaging Guide

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pulsewellnesspdx.com/the-model/

Using This Guide

This document outlines our recommendations for all things messaging for The Model. Refer to this guide for any copy you develop beyond these foundations.

Keeping messaging consistent is just as important as using your brand colors, logo, font, and style guide. Using copy consistently across mediums and platforms allows you to streamline your pitch and narrow in on your sell. And it's not just about aesthetics. Today, search engines decide what content your audience sees, so aligning messaging for SEO (search engine optimization) is essential.

We've done market research and brand analysis to figure out the best ways for you to describe, talk about, and write about The Model. While this is a living document, we encourage you to make edits sparingly. Making too many changes too frequently can confuse your audience and count against you for SEO.

Unique Value Proposition

A statement that concisely describes the value of the product by focusing on its direct benefits (not features). For example, the easy-to-use design of The Model is a feature, while the ways The Model helps users become confident and resilient would be the benefit.

The Model brings polyvagal theory to life.

This trauma-informed therapeutic tool provides a new way to navigate life's daily challenges, offering adults and young people an interactive container for learning to move out of survival mode and into a more grounded, confident, and resilient place.

Elevator Pitch

Quick description of The Model to use across mediums. This copy will serve as the foundation for website copy. It gets a little more at the functional elements of the tool and the story behind how and why it was created.

Designed by a licensed clinical social worker with 20+ years of experience in trauma-informed care for children and adults of all ages, The Model transcends your standard therapist's worksheet. It helps us connect the stories we tell in our brains to the feelings we have in our bodies, offering a path and a practice for grounding and regulation.

The Model can be used to teach about the Vagus nerve while offering users a tool for navigating the behaviors, sensations, and emotions of their own fight, flight, and freeze responses. Whether you're guided by your therapist or using The Model on your own, watch the instructional videos and map out the path to your own healing with prompts from an accompanying worksheet.

Engage with The Model by filling its boxes with keepsakes, symbolic items, notes and more. Rearrange or remove and carry the boxes with you as a physical touchstone. Make The Model your own by decorating it with words or images that make it your own and connect you with your creativity.

Calls to Action

Reusing CTAs saves time when writing new copy. Mix and match depending on what the copy is for.

Find out more about the model on our site, and discover how tapping into the regulation of the Vagus nerve leads to a more grounded and confident life.

FOR THERAPISTS:

Use The Model with your clients by asking them to purchase one as they would a book or worksheet. Review the Vagus nerve and polyvagal theory with them, and check in on ways they can decorate and populate the boxes in order to regulate the intensity of their emotions. Refer clients to the instructional videos and accompanying worksheet available on our website to give them an idea of the many ways they can engage The Model. Encouraging clients to utilize these tools allows them to stay grounded between therapy sessions and build a long-term practice of regulation.

FOR SCHOOL SOCIAL WORKERS:

Many young people do not have chances to be in therapy or access individualized help while in school. The Model can serve as a tool to teach feelings of fight, flight, and freeze while offering a container for learning how to work through emotions and return to a place of grounding. The personalizable elements of The Model make it dynamic and flexible, encouraging self-exploration that builds on a sense of confidence rather than fear.

FOR CLIENTS: (USE FOR THE PULSE WELLNESS WEBSITE POPUP)

Want to figure out how to stay regulated when life gets stressful? We've created a trauma-informed therapeutic tool that brings polyvagal theory to life. Use The Model to move out of survival mode and into a more grounded, confident, and resilient place.

BUTTON: Learn more about The Model today.

Frequently Asked Questions (FAQs)

Why three-dimensional? The Model brings our feelings into the third dimension to allow us to connect our everyday, embodied experiences and emotions. Based on a trauma-informed approach rooted in Polyvagal theory, the three-dimensional cues of The Model offer a touchstone that guides regulation. Engaging with The Model in moments of stress builds a practice of grounding and a pathway towards healing.

Who is The Model for? The Model is useful for people of all ages. Its tactile, three-dimensional qualities make it great for elementary-age children and kinesthetic learners of all ages, allowing people to access complex emotions and ideas beyond what can be reached through writing- and reading-based tools like worksheets. You might take a box with you for a big test or challenging meeting. When the world is overwhelming, you might open up a box and lay out all its contents to ground yourself in the things that make you feel safe.

Why is the vertical stacking design important? What can the structure of The Model teach us about the structure of the vagus nerve? Consider The Model as a way to move up a ladder. The higher up the ladder we are, the better we feel. When we're in a state of distress, it's often harder to make decisions that serve our best interests. We may find ourselves feeling unable to move forward, stuck between feelings of being scared, lonely or disconnected. Filling and engaging with The Model's boxes when we're feeling distressed allows us to manage our emotional responses and move towards a place of regulation. As we build a practice around using The Model to regulate, we can gain a deeper perspective on where our feelings come from and how to move through them, rather than revert to trauma-based reactions rooted in fear or loneliness.

Why did you create The Model? Something we've seen across our decades of practice is that clients consistently struggle to find ways to regulate between sessions. During the pandemic, this has become especially true. This is why we created The Model. Grounded in the lessons of polyvagal theory, The Model offers our clients a path to fundamentally change the way they understand their emotions and build a life-long practice of regulation.

Key Words and Descriptors

Keeping descriptors aligned allows us to consistently narrow in on the exact elements of The Model we want to emphasize. This list also considers key phrases or trending topics for SEO. For example, it's important to use terms like "vagus nerve" rather than "nervous system" to target for social workers seeking more information or resources on polyvagal theory.

VERBS

Practice (practices)

Emphasizes the concept of integrating The Model into your daily life and building skills to regulate your stress responses. It hints to the idea that using The Model and building these skills is a process, rather than something you either naturally have/don't have.

Activate (activation)

Demonstrates interaction with The Model as an *active* process. The more you personalize and interact with The Model, the more useful of a tool it becomes. The most important part of The Model isn't what it is, but how you use it.

Fill (as in boxes)

Similar to the idea of activation, The Model can serve as a vessel and an outlet for your emotional states. You can both physically fill the boxes with special objects and "fill" it with the emotional significance each object carries or embodies.

Rearrange

This again gets at the *activation* element of the model. The stacking boxes create an organizational structure for your emotions depending on how you arrange and assign meaning to them.

Decorate

Emphasizing the freedom for users to make The Model their own shifts it from a clinical tool to a personal object that can fit into each person's life.

Regulate (regulation)

Connects the physical experience of the fight, flight, freeze responses with the ways you can move through these states through physical manipulation of The Model.

ADJECTIVES

Interactive, Tactile, Three-dimensional

Describes the distinction between The Model and a standard worksheet-based therapeutic tool. Emphasis of this element is especially important for targeting practitioners who work with children, and/or anyone who's a kinesthetic learner.

Therapeutic tool, trauma-informed

Distinguishing The Model as a trauma-informed tool ties it to its underlying polyvagal foundation.

NOUNS

Touchstone

Illustrates the ways The Model can serve as a foundation for a life-long practice of regulation.

Polyvagal theory, vagus nerve

Targets social workers. Especially good to use for SEO as it's a trending topic.

Grounding, confidence, resilience

Words with a positive connotation to get at the skills and qualities The Model can help you cultivate. These are important to highlight as the direct benefits of using The Model.

Target Audiences

Align messaging to these exact target audiences. Use specific key words and ideas or emphasize certain elements of The Model when speaking directly to each audience. We'll refer to these bullets when creating targeted outreach campaigns.

- **Therapists**
 - Emphasis on theoretical framework and The Model as a way to ensure clients can stay regulated between sessions / in their daily life.
 - Can be offered to folks just like books and other resources.
 - ***This is the primary target audience for The Model.*** Therapists are going to be your lowest-hanging fruit for introducing The Model to their clients — people already in therapy who would be open to using a therapeutic tool for regulation. This is why we're going to highlight polyvagal theory in general marketing materials.
- **Parents and Educators**
 - The Model is especially effective for kinesthetic learners. Its dynamic applications allow users to engage with it according to their learning styles.
 - Tactile, three-dimensional tools like The Model are great for elementary-age children who can work through more complex emotions and ideas by engaging with The Model rather than through writing and reading-based tools like worksheets.
- **Children and Adults**
 - Anyone struggling to regulate in the face of trauma, anxiety, depression, or just the emotional ups and downs of daily life.
 - A good way to bring what you're working on in therapy to your daily life.

Naming

It's important to create consistency when referring to the product.

The Model: A Polyvagal Tool

Writing Style

Some general guidelines to stick to when writing elaborating on any of the specifics of this document:

Marketing for The Model strikes a balance between a **more formal, clinical voice** (as in the short videos with voiceover narration) and a **more personalized, conversational tone** (as in the longer-form sample therapy session that illustrates applied use of The Model). Balancing these two voices **connects the The Model to its theoretical polyvagal framework**, while keeping it **personal, approachable, and kid-friendly**. Copy may shift towards one tone or another depending on the target audience of each specific material (email, one-sheet, handout, etc.).

Refrain From...

Sometimes branding is about what NOT to do. These are some defined ways to NOT talk about The Model. Add to this list as needed. Providing context is helpful for building out a sense of the brand's tone and values.

Don't say words you don't want your audience to feel. For example, when we read the word *shame*, we recall and absorb the meaning of the word in order to process it.

DON'T SAY: **shame**

INSTEAD SAY: **fear, loneliness**

The Model is based off the belief in the inherent autonomy and brilliance of young people.

Accordingly, refer to young people only as young people, unless a more specific word suggesting a developmental age range is necessary for context.

DON'T SAY: **youth, children, child**

INSTEAD SAY: **young people**

Be consistent in the ordering of fight, flight, and freeze. (Only talk about these stress responses in that order.)

Prioritize plural first-person pronouns rather than second-person pronouns. Talking about The Model in a framework of “we” rather than “you” offers a sense of common human experience — while each of us have our own stories and experiences that we refer to when we activate The Model, emotions and stress responses are human experiences.