## MLK +: Start-Ups Page-- NOW BECOME PERSONAL

**Video Script**

Not everyone is a pioneer like Dr. Martin Luther King Jr. But if you have endeavored to launch your start-up business, *you* meet the criteria to introduce the world to something worth paying attention to, someone brave, and something new. This series will build your knowledge with lessons to guide your pioneering spirit toward success and legacy.

**Intro**

#BeautifullyFinallyBroken for Start-Ups is part of VLN’s Original Fearless Conversations Series:

a judgement-free multi-media exploration of topics( typically unspoken); designed to afford deeper reflection, healing, mindfulness, and empathy.

*MLK: Lessons on Legacy, Leadership, and Overcoming Adversity* is essential for entrepreneurs with a pioneering spirit to launch a start-up business. The world recognizes and respects the drive that pioneers devote to trying to build and find success. Similar to what most people know about Dr. Martin Luther King Jr., it takes a specific type of leadership and commitment to overcome the inevitable adversities that these types of leaders will face. Learning to overcome obstacles, push through push-back, and lead to legacy is essential for pioneers. Understanding how to gain the respect of the industry, other organizations, and potential customers require not only the persona of a fearless pioneer but the ability to launch something that will lead to a legacy.

### Start-Up CTAs

### Banner

**Text:**

### Footer

**Headline:** The pioneers’ path through obstacles, adversity and ‘nay-sayers’

**Sub-Headline:** Lesson’s for start-ups on how to overcome setbacks

**Button Text:** Lead to your legacy

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## BUSINESS WRITE COMBINES -- SCALER AND CORPORATE

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## MLK Scaler Page

**Video Script**

Increased recognition and a scaling enterprise require you to maintain momentum as you continue to press toward your vision. Our MLK series focusses on some of the long-term strategies you can use to rally an empowered, highly engaged, and innovative culture.

**Intro**

#BeautifullyFinallyBroken for Scalers is part of VLN’s Original Fearless Conversations Series. These series are a judgement-free multi-media exploration of topics typically unspoken and are designed to afford deeper reflection, healing, mindfulness, and empathy.

*MLK: Lessons on Legacy, Leadership, and Overcoming Adversity:* High-net-worth enterprises seeking to maintain momentum and to grow globally need a reliable support system. The fearlessness it takes to lead is only half of resources scaling organizations need as they build a legacy. Successful scaling organizations understand the importance of valuing the stakeholders, developing talent, listening to customers, and trusting others around them that help to keep the vision alive. Fundamentally, all of the hard work transforms into a deliberate *movement*. How do scaling companies leverage the support systems they have to continue toward global success? Using Dr. Martin Luther King Jr., his vision and his strategies for success, VLN helps scalers model success and address movements.

### Scaler CTAs

**Banner Essential Questions Gift CTA Text**

* **Text:** Momentum and Movement – learn to value and utilize the support system you’ve already built

**Footer Essential Questions Gift CTA Text**

* **Headline:** Essential Questions to understand where you gain and maintain your support to keep the vision alive.
* **Sub-Headline:** Tap into the individual contributions of team members and others to establish a succession for your vision. Learn how to leverage the enthusiasm around your organization so that as your organization continues its growth, it is not stumped by failure to prepare for what the future holds.
* **Button Text:** Rally and empower your system

## MLK Corporate Page

**Video Script**

You’re a leader in your business. Organizations like you understand that with great success comes greater responsibility. As you continue to use your success to aspire start-up and scaling organizations, you must stay ahead of trends, climate shifts, and movements that may affect your status. Corporate leaders are expected to pave the way and to be the most prepared for situations that can either enlighten, empower, or annihilate a successful organization. VLN uses Dr. King’s legacy as a model for success and leadership legacy.

**Intro**

#BeautifullyFinallyBroken for Leaders is part of VLN’s Original Fearless Conversations Series. These series are a judgement-free multi-media exploration of topics typically unspoken and are designed to afford deeper reflection, healing, mindfulness, and empathy.

*MLK: Lessons on Legacy, Leadership, and Overcoming Adversity*:One of your most significant responsibilities as a leader is to understand the realm in which you exist. As a leader, the world looks upon your success and how you accomplished it as something to ascertain. They expect you to have fought the battles, overcome the challenges, and pushed through to realize a vision. They look for your guidance on what to do when the trials come and how to handle the adversities that could cost them all of their hard work. Perhaps for you, some aspects of your success are easy to maintain, such as generating profits, providing exceptional service or delivering innovative products. The harder part of marinating your success, persona and leadership status is in making sure you are establishing deep connections, remembering to be mindful and empathetic as you lead the race. Do you remain humble while focused on your own goals? Do you remember to pull others up along with you as you continue to grow? Have you given recognition to the unsung heroes who helped you to gain your success? Is there hidden potential in the people and systems around you into which you have yet to tap?

### Corporate CTAs

Banner Essential Questions Gift CTA Text

* **Text:** Leading Corporations have a greater responsibility

Footer Essential Questions Gift CTA Text

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* **Headline:** Essential Questions to define your role as a leader for your own business and a pillar for others
* **Sub-Headline:** Has your leadership embraced mindfulness, deeper connections, empathy, and healing?
* **Button Text:** Accept your greater responsibility