

# Video Script for Cultural Chemistry Home Page

## **Target Audience:**

Owners of small to mid size general and subcontracting companies in New Hampshire, particularly in construction and hospitality and to a lesser extent financial services

## **Primary Trigger(s):**

Worries about lawsuits, big fines from government agencies  
Frustration with wanting to grow the business but limited by workforce  
Desire to grow a great company

## **Media:**

Video on home page

## **Target Search Term(s)**

## **Overarching Objectives:**

Build credibility, trust, rapport

## **Specific Objective:**

Schedule a personal meeting

## **CTA**

Click the link below to book a time with me

## **Topic**

How CC can help solve your HR issues like nobody else

## **Outline**

Problem - Questions  
Agitate - What that means  
Solve - CTA for help

## **Headline Above Video:**

Is your workforce holding you back?

## **Body**

Hi, I'm Mirjam IJtsma, founder of the innovative human resources firm Cultural Chemistry right here in New Hampshire. I'm curious...

What's holding you back in your business growth - Is it your workforce?

Do you have trouble finding - and keeping - the right talent?

Do you have the feeling that your employee handbook is just gathering dust?

Do you want to have a workforce that shares your values and is passionate about the purpose of your company?

Having and managing the right workforce can make all the difference in your business career and your company's success... and it can be a struggle getting this right.

After all...

High turnover means you and your management team spend way too much time hiring, firing and training employees...

Not having enough skilled and engaged workers who are there with you for the long haul keeps your company from growing...

And, of course, not being 100% clear on how to manage compliance issues can result in wasted time and focus, if not downright financial disaster...

At Cultural Chemistry, we've developed an innovative approach to human resources that helps our clients keep the right workforce on the job for you over the long haul...

So you can focus on growing the company...

And enjoy peace of mind knowing that your customers are engaged and happy with your company - because your employees are great at what they do, reflect your company's values and stick around long enough to build meaningful relationships with your customers.

Would you like to connect so we can discuss how our unique approach can help you and your business? Just fill out the form or give me a quick call. Love to meet with you.