
The Family Resource Builder - Audio Script

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The Family Resource Builder[®] (FINAL DRAFT)

Written by Robert A. Brubaker and Dr. Gary Sweeten ©2014 Resonant Image Studios

Narrative Count: 213 words, approximately 90 seconds

Written for a middle-aged female narrator

VOICE DIRECTION: (IN RED) PLEASE DO NOT INCLUDE IN THE RECORDING

Target Audience: Parents (primarily mothers) with special needs children.

Secondary target: Agency Social Workers who will use the tool.

NARRATOR:

VOICE DIRECTION: This sentence needs to be relatable and empathetic to parents of special needs children.

When you have a child with special needs, life can be filled with stress! With issues like Down Syndrome, autism, disruptive behavior, and learning disabilities, connecting with the right doctors, therapists and teachers can be a challenge.

VOICE DIRECTION: This sentence should demonstrate a heightened sense of tension with an increase to the speed of delivery.

and your friends don't know how to help. You're bombarded with conflicting advice, your workplace is demanding more time, and your budget is tight.

VOICE DIRECTION: 1/2 second pause change of tone, calm voice.

is it any wonder you have trouble focusing on family goals?

VOICE DIRECTION: Calm voice.

Well, here's where your agency social worker can help. With the Family Resource Builder from Patient Home Advantage, you create a systematic plan to address the most stressful areas affecting your family life. The Family Resource Builder helps you prioritize your needs and identify ways to engage friends and professionals who want to help.

Over time, as you partner with your Social Worker,
The Family Resource Builder will act as your guide to
help you reach goals, stay in contact with the right people
and give you the power to reprioritize your needs and level of
support. With everyone on the same page, there's
no more guesswork, and you'll have the confidence to
overcome challenges that will help you and your family enjoy a
greater quality of life.

VOICE DIRECTION: 1/2 second pause,

The Family Resource Builder® from Patient Home Advantage.

VOICE DIRECTION: CONTRAST - "Less stress" = only slightly more intense
delivery compared to "More life" = calmer (less intense)

Less stress. More life.