

Project Name & Asset ID:	BRA-0006136 FY20 Social Filler- Alumni Affirmations		
Copywriter:	Spring Eselgroth	Designer:	N/A
Date:	05.21.20	Due Date:	6/4/20
Round #:	R1	Legal?:	Y/N

1.

Image copy: Wish for it. Work for it.

Post copy: Set your goals and roll up your sleeves.

2.

Image copy: Be true to you.

Post copy: Your future self will thank you!

3.

Image copy: Make your own luck.

Post copy: Good things happen to those who hustle.

4.

Image copy: Ab. So. Lutely!

Post copy: Reaching for our goals isn't always easy, but it's worth it.

5.

Image copy: Get hooked on results.

Post copy: Once you see them, you'll be addicted.

6.

Image copy: Stay on the sunny side.

Post copy: All the good eggs agree!

7.

Image copy: Just be you.

Post copy: It's your superpower.

8.

Image copy: Follow your joy.

Post copy: Cancel your fear.

9.

Image copy: Life: Plot twist!

Post copy: You: *learning to improvise

10.

Image copy: What if ...

Post copy: Keep imagining what's possible.

11.

Image copy: Challenge accepted.

Post copy: Take on the day with a wink and a smile.

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12.

Image copy: Imagine.

Post copy: If you can see it, you can achieve it.

13.

Image copy: Out of hands, out of mind.

Post copy: If it's beyond your control, let it go.

14.

Post copy: Let your positivity do the talking.

Image copy: Good vibes speak volumes.

15.

Image copy:

> YOLO

< FOMO

Post copy: Enjoy your life and you'll never be missing out.

16.

Image copy:

Dream big.

Thank small.

Post copy: Be open to big ideas, but appreciate the little things.

17.

Post copy: Crush your goals.

Image copy: Like a sass-squash.

18.

Image copy:

Brave spirit.

Honest heart.

Focused mind.

Post copy: The Way of the Phoenix!

Pots copy, alt: It's the Phoenix Manifesto!

19.

Image copy: Confidence is the best accessory.

Post copy: Never let self-doubt cramp your style.

20.

Image copy: Opportunity **will** knock.

Post copy, option 2: But first, build the door!

University of Phoenix Marketing | Creative Services | Phoenix, AZ

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