

BorderBuddy BrandScript

Character: Importer/Exporter

Guide: BorderBuddy (We're your buddy at the border!)

A CHARACTER

WHAT DO THEY WANT? A partner to guide them through and help with the bureaucracy and red tape involved in importing or exporting to Canada.

HAS A PROBLEM

VILLAIN: Government agencies that make importing and exporting a nightmare of red tape.

EXTERNAL: "The paperwork is so extensive and complicated it's as painful as filing our taxes over and over again."

INTERNAL: "I'm a maker and/or a manager and I get completely stressed out and overwhelmed when it comes to the complicated process of dealing with tons of government paperwork. If I make a mistake and my goods are confiscated, it could devastate my entire business."

PHILOSOPHICAL: "Seems like these government agencies deliberately make any importing or exporting transaction so complicated and fraught with penalties and seizures it becomes an ordeal no matter how you slice it. It's almost like they gouge people on purpose with unnecessary penalties to earn revenue."

AND MEETS A GUIDE

EMPATHY: We hear you about the bureaucracy and overly-complicated protocol involved in importing or exporting to Canada.

AUTHORITY: 12 years of experience has taught us everything there is to know about the ins and outs of declarations, taxes, codes, GST, PST, HST, and all required documentation. Just as you can relax when your tax preparer takes over, you can rest assured that we've got this.

WHO GIVES THEM A PLAN

PROCESS:

- 1) You need to run your business. We get it. Let us handle this.
- 2) Get a quote in seconds using our exclusive customs calculator.
- 3) You get us the invoice.

- 4) You pay us.
- 5) You relax and your shipment will be delivered.

AGREEMENT:

We promise to treat clients the way we would like to be treated.
Leave the math to us.
Online transactions keep it simple and fast.

AND CALLS THEM TO ACTION

DIRECT: Our experienced customs brokers can make your life easier. Call today.

TRANSITIONAL: Get an instant customs quote.

THAT ENDS IN SUCCESS BorderBuddy is a modern customs broker providing online solutions for anyone fed up with being buried in duty and tariff paperwork. We simplify the cross-border retail experience with seamlessly integrated online solutions for both web-based businesses and shoppers. We take the stress and frustration out of importing and exporting so you can get back to running your business.

THAT HELPS THEM AVOID FAILURE

Penalties and seizures are no joke. Businesses have been ruined by delays and seizures that could have easily been avoided.

TRANSFORMATION *who are they trying to become*

FROM: Frustrated, confused and stressed out.

TO: Productively running their business while they turn over the paperwork and bureaucracy to the professionals.