

# MESSAGING

## Option 1:

I earned the NXT Level designation after completing a comprehensive lighting training created by Northwest utilities, lighting experts and energy efficiency organizations. Ask me how you can join the ranks of the most advanced light professionals in the region.

## Option 2:

I earned the NXT Level designation after completing a comprehensive lighting training created by Northwest utilities, lighting experts and energy efficiency organizations.

NXT Level designees set themselves apart in a crowded market as specially trained professionals able to provide:

- the latest techniques and technologies
- cost-effective lighting solutions
- the most energy-efficient practices
- lighting calibrated to the specific needs of your project
- access to utility incentives that lower project cost

Ask me how to become a NXT Level designee, or learn more by visiting [nwlightingnetwork.com/nxtleveltraining](http://nwlightingnetwork.com/nxtleveltraining).



## TOOL OVERVIEW

- ▶ Messaging is available to help you position the value of NXT Level training when talking to trade allies and lighting industry professionals.
- ▶ Content is available in two lengths to fit a variety of applications, such as:
  - **Option 1:** elevator speeches (e.g., informal conversations at networking or trade events), social media, signage
  - **Option 2:** e-newsletters, website, presentations, website, blogs, sales materials