



**NARRATOR** - Your Certification Journey begins with ASQ, the Global Voice of Quality.

**CAMERA/ANIMATION** - Camera pans across the screen moving right. Pans past grass and the horizon until the mountain and our path is in view. Logo and copy transitions in.

**MUSIC PLAYING**



**NARRATOR** - Before you begin this career-boosting trek, you might wonder, what impact will an ASQ Certification have on my career?

**CAMERA/ANIMATION** - Screen changes with the close-up of the backpack. Copy transitions in.

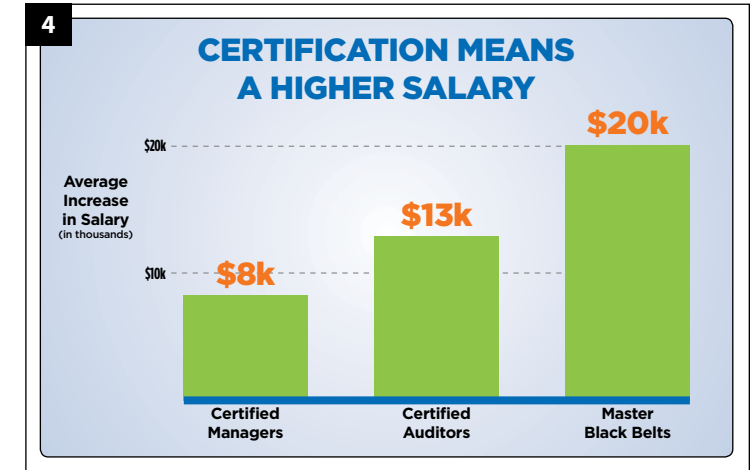
**MUSIC PLAYING IN BACKGROUND**



**NARRATOR** - Earning formal recognition with one of 18 ASQ Certifications is a real-world demonstration of your professional dexterity.

**CAMERA/ANIMATION** - As the camera zooms in quickly to and then past the pack, the words fade in.

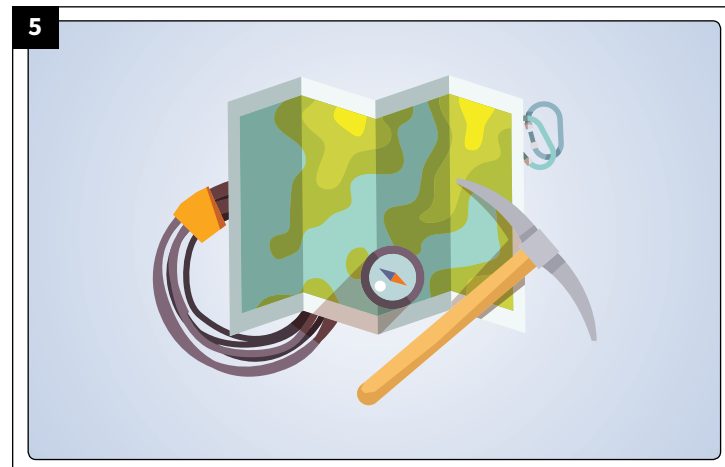
**MUSIC PLAYING IN BACKGROUND**



**NARRATOR** - You'll gain an advantage over your competition and increase your potential for a higher salary.

**CAMERA/ANIMATION** - Screen and copy transitions set up the bar graphs which will animate during and continue after the narrator speaks.

**MUSIC PLAYING IN BACKGROUND**



**NARRATOR** - Ready to begin your journey? Follow our step-by-step guide to reach your ASQ Certification summit.

**CAMERA/ANIMATION** - Screen transitions set up the journey. Camera zooms in on map graphic, then fades to next frame.

**MUSIC PLAYING IN BACKGROUND**



**NARRATOR** - It's time to decide. Thousands of ASQ certified professionals just like you have seen immediate results in terms of job promotions, higher salaries, and new opportunities. And, 62% say their employer pays the cost of ASQ certification.

**CAMERA/ANIMATION** - Our path appears. The camera follows it to our first step, initially zooming in on the step number then pulling back to reveal our gear. Pan right to see that our path will continue on to the next step.

**FRAME ART** - Copy appears on screen: ✓ Promotions ✓ Higher Salaries ✓ New Opportunities ✓ Employer Pays

**MUSIC PLAYING IN BACKGROUND**

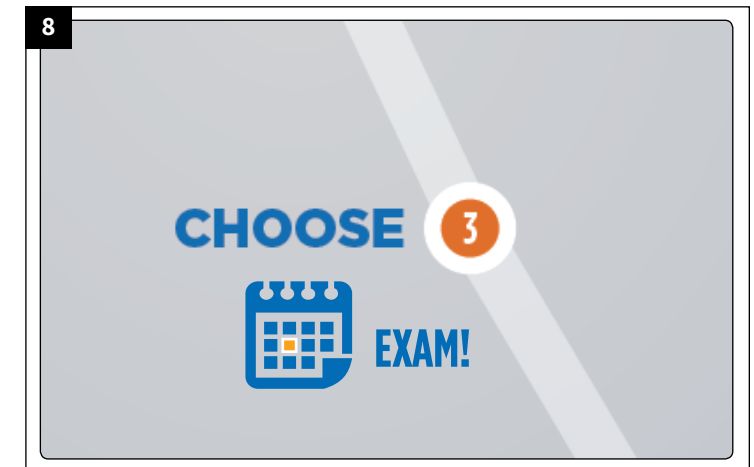


**NARRATOR** - There's at least one certification that's just right for you. ASQ offers 18 certifications. Many professionals earn two or more. Create a track that works for your career goals.

**CAMERA/ANIMATION** - Camera follows path into the frame. Zoom in on the step number, zoom out and our copy/graphics appear. Pan right to see that our path continues on.

**FRAME ART** - Copy appears on screen: 18 Certifications

**MUSIC PLAYING IN BACKGROUND**



**NARRATOR** - Check exam dates and deadlines. Annually, ASQ schedules exam dates for each certification. Plan ahead to apply, prepare, and take the exam on your own schedule.

**CAMERA/ANIMATION** - Camera follows path into the frame. Zoom in on the step number, zoom out and our copy/graphics appear. Pan right to see that our path continues on.

**FRAME ART** - Calendar graphic appears with date highlighted and the words "Exam!"

**MUSIC PLAYING IN BACKGROUND**

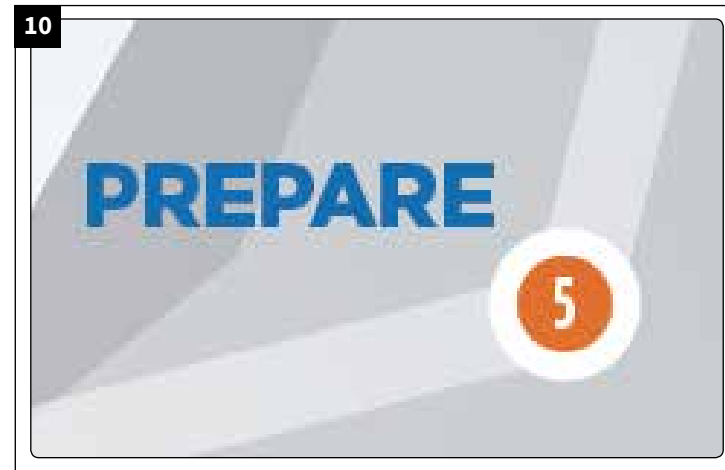


**NARRATOR** - Your selected exam date has an application deadline. Be sure to meet it -- there are no exceptions!

**CAMERA/ANIMATION** - Camera follows path into the frame. Zoom in on the step number, zoom out and our copy/graphics appear. Pan right to see that our path continues on.

**FRAME ART** - Calendar graphic appears with date highlighted and the words "Application Due!"

**MUSIC PLAYING IN BACKGROUND**

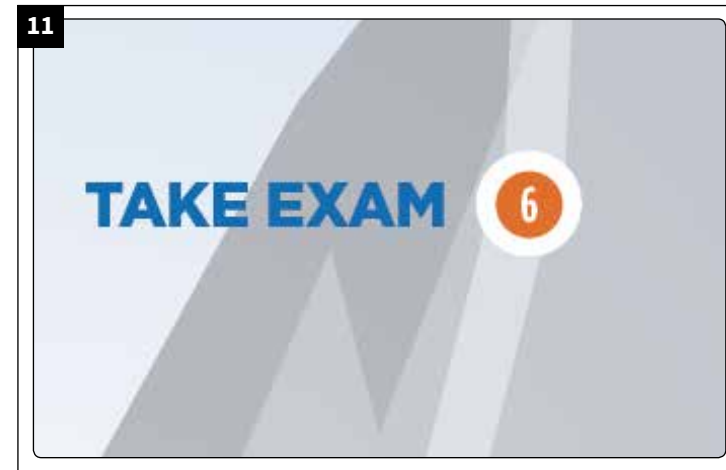


**NARRATOR** - ASQ's Body of Knowledge offers a variety of ways to prep. Online, on paper or in person, the ways to prepare include assessments, reference materials, practice exams, training, books, and more.

**CAMERA/ANIMATION** - Camera follows path into the frame. Zoom in on the step number, zoom out and our copy/graphics appear. Pan right to see that our path continues on.


**FRAME ART** - Copy appears on screen: Prep: ✓asq.org ✓Books, Guides ✓Training

**MUSIC PLAYING IN BACKGROUND**



**NARRATOR** - You're almost there! Use our test taking pointers to prepare for the big day.

**CAMERA/ANIMATION** - Camera follows path into the frame. Zoom in on the step number, zoom out and our copy/graphics appear. Pan right to see that our path continues on.

**FRAME ART** - Checklist style icon appears on screen. 

**MUSIC PLAYING IN BACKGROUND**



**NARRATOR** - You can get your results by email or mail. ASQ emails test takers within weeks with results. Mailed results take two to four weeks after the exam date.

**CAMERA/ANIMATION** - Camera follows path into the frame. Zoom in on the step number, zoom out and our copy/graphics appear. Pan right to see that our path continues on.

**FRAME ART** - Something that represents mail and email appears on screen.

**MUSIC PLAYING IN BACKGROUND**



**NARRATOR** - Congratulations—job well done. Now, share your accomplishment with colleagues and add it to your resume, LinkedIn profile and business card. Stay current with recertification as required.

**CAMERA/ANIMATION** - Camera follows path into the frame and right UP to the summit of our mountain. Our "You made it!" copy transitions in.

**MUSIC PLAYING IN BACKGROUND**



**NARRATOR** - It's time to take the first step. Decide to invest in your career with an ASQ certification.

**CAMERA/ANIMATION** - Screen transition the top of the Mountain it zooms past the flag much like it did the pack and the Logo comes in to full frame. Narrator then speaks once logo is full frame.

**MUSIC PLAYING IN BACKGROUND**



**NARRATOR** - Discover our Certification Handbook at [asq.org/cert](http://asq.org/cert) and begin your adventure, today.

**CAMERA/ANIMATION** - After the logo transitions out, the url and image of the handbook transitions.

**MUSIC PLAYING IN BACKGROUND FADES**