

**Sage Brand Video:  
Mon Petit Business  
Script FINAL**

*Directors Note: This story is a visual poem of a Parisian businesswoman who has built a beautiful work/life balance. This isn't a literal "see and say" style piece. It has a more fluid, montage lifestyle feel.*

*We'll use a moving camera, shallow focus, and slow motion to capture her story. Her work environment, her customers, her family and the city will all come to life.*

*EXT. PARIS*

*Iconic wide shot image of Paris from a bridge overlooking the Siene. In the distance is a woman walking toward camera in the middle of the frame.*

VO:

I built my business like I've built my life,  
around connections and community.

*EXT. PARIS*

*We film the same scene above but with a longer lens, bringing the woman in the center of the frame in closer.*

VO:

My family, my friends, my business, my city  
these are all the things that are important to me.

*EXT. PARIS*

*We now see Séverine in a beautiful closeup with Paris out of focus in the back ground.  
She smiles.*

VO:

I am Séverine Pertays-Rosset.  
My company is called MonPetiteBusiness,  
and we help entrepreneurs open small food businesses.

*INTERIOR - Cafe. PARIS*

*Images of café life. We see Séverine walk into a café... closeup of beautiful cakes... we see her order...she sits down...drinks tea and looks out the window.*

VO:

As a child, my family would take me to cafes.  
They were wonderful welcoming places,

like little communities where people came and stayed a while,  
enjoying cakes and conversation.

I remember all the wonderful smells, and the delicious  
looking little pastries in the cases,  
it was always so hard to decide which one to pick!

*EXT. PARIS STREET*

*We see Séverine walking with her daughters down tree-lined street to school.*

I always knew that when I grew up I'd open my own tea bar  
my own community, and that's exactly what I did.  
We stocked teas and pastries from all over the world.  
And people came.  
It was my dream come true.

But it was only the beginning of my story...

*INT: COOKING SCHOOL*

*We see Séverine teaching a group of students at the cooking school. Watching with pride as they learn the craft of cooking and the business behind it.*

VO:

Many of my customers would tell me that a  
business like mine was their dream as well.  
They wanted to know how I made it happen.  
So I would tell them, and coach them, and support them.

And that's when I realized that my favorite part  
of being an entrepreneur wasn't running the business,  
It was **building** it.

Today, I am a business builder.  
And I help other entrepreneurs, just like me, turn their dreams into reality.

They come to me full of hope, and sometimes doubt.  
I see myself in them, I understand their fears,  
and I **know** they can do it.  
They just need the skills and encouragement to succeed.  
And that's what I give them.

*INT. HOME*

*We see Séverine cooking with her family, getting the kids ready for school.*

VO:

Growing up in the suburbs of Paris,  
I always longed to be in the city. It's so rich and full of life.  
Today I call it my home.

In the mornings, I get my girls ready  
and walk them to school...

*INT: Cool & Worker (Séverine's office)*

*We see Severine walking into her office. Ready to work. We follow her as she makes her tea, pulls out her laptop, and gets herself ready for the day's work.*

VO:

...then I'm off to get my work day started,  
where I'm surrounded by the passion of fellow entrepreneurs.

*INT: Cool & Worker (Séverine's office)*

*We see Séverine interacting with a current customer.*

I log into my Sage account first thing every day  
to get my business finances in check.  
Sage gives me the tools I need to take care of business.  
I can send a quote for training and coaching...  
reach new clients, and stay in touch with my existing clients.

*INT: Café of Séverine's client*

*We see Severine at another client's café.*

It's so inspiring to see how they've grown.

*We see Severine using SageOne at the café.*

Whenever I need to manage cash flow and invoice my clients,  
I can tap into Sage securely from anywhere  
my home, my office, a client's café.

*INT. HOME*

*We see Severine using SageOne at home in the evening with her family.*

I love that I'm not tied to one place or one computer.  
I can expand my reach and do more good when I'm out,  
building businesses, creating community,

and helping dreams come true.

*INT. CAFÉ*

*Image of Séverine as she watches the activity with satisfaction as customers order and her client is busy.*

When you **believe** in someone,  
they can believe in themselves.  
And that's what I try to give my clients every day—  
a way to believe in their dreams,  
and some practical ways to achieve them.

*She laughs with her client and they embrace.*

All these cafes and tea houses my clients create  
are more than small businesses—  
they're engines for communities across the country.

*EXTERIOR: PARIS*

*Beautiful portrait of Séverine.*

No matter where my business takes me  
there's nothing like the feeling  
I get when my clients succeed.  
And I feel so grateful that I get to help make that happen.

**Be Sage, Build On**