Utilizing Masterpiece Content and Materials

The resources listed and linked in this document can be used to promote an upcoming event, create meaningful touch points with prospects, educate the greater community with data and research while at the same time promoting your community. The suggested uses for each document are listed below.

# Areas of Focus Data Sheets

A data sheet is a promotional document that defines each area of focus and includes recent research and Masterpiece Network data that relates to each area.

## [Areas of Focus Defined Data Sheet](https://mymasterpieceliving.com/resource/information-about-areas-of-focus/)

* Invite prospects to join the **Longevity in Action** program to learn tips from the Live Long, Die Short book and participate in self-reflection and discussion.
  + Include the Brightside of Longevity Podcast episodes:
    - [An Interview with Syndicated Columnist, Author and Aging Expert, Helen Dennis](https://www.youtube.com/watch?v=qAOkgiYP2pw) (33 minutes)
    - [The Longevity Series Wrap Up (10 Takeaways to Living Better, Longer](https://www.youtube.com/watch?v=2W1u7niu37U&t=11s) (15 minutes)

## [Intellectual Vitality Data Sheet](https://mymasterpieceliving.com/resource/intellectual-vitality-data-sheet/)

* **Invite prospects and residents to attend the Building Brain Health program.**
* **Gather a group to enjoy a Bright Side of Longevity podcast episode together (below are few episodes focused on brain health):**
  + [How to Architect the Hell Out of Your Brain (Tips for Better Memory and a Healthier Brain](https://www.youtube.com/watch?v=Uzb8ZhUkFxw) (13 minutes)
  + **Grit: A Three-Part Series (each podcast is about 30 minutes)**
    - [Grit: The Power of a Compelling 'Why?' (P1)](https://www.youtube.com/watch?v=Yu-mAEihor0)
    - [Grit: The Power of a Compelling ‘Why’ and Post-Traumatic Growth (P2)](https://www.youtube.com/watch?v=EtELwtMbcOc)
    - [Grit: Molei Wright's Story of Post-Traumatic Growth (P3)](https://www.youtube.com/watch?v=T1MM7jr5rQo)
* **Schedule an additional education event to share the importance of creating new neuropathways in the brain.**

## [Physical Health Data Sheet](https://mymasterpieceliving.com/resource/physical-health-data-sheet/)

* Choose a few recipes from the **Nourish** program and invite prospects to a cooking demonstration or a no-bake class.
* Invite prospects to a weekly walking club with residents.
* Listen to these podcasts together:
  + [Nutrition in Context](https://www.youtube.com/watch?v=CONdKo4Rq58) (21 minutes)
  + [Movement Matters! (Tips to Engineer Movement Back into Your Life)](https://www.youtube.com/watch?v=yOQ_C1OlLWw&t=205s) (17 minutes)

## [Social Engagement Data Sheet](https://mymasterpieceliving.com/resource/social-engagement-data-sheet/)

* Share and discuss these podcasts:
  + [Reconstructing Roseto (Essential Steps to Social Connection)](https://www.youtube.com/watch?v=ht0aLBLkcik) (20 minutes)
  + [Where You Live Matters! (How Environment Affects our Wellbeing)](https://www.youtube.com/watch?v=pTAby0ePuDI&t=17s) (16 minutes)
  + [I Get By With a Little Help from My Friends (How Loneliness Impacts Our Health](https://www.youtube.com/watch?v=Y71ZwaduF5Q) (16 minutes)
* Send this data sheet along with an invitation to any social gathering at your community and create opportunities for people to get to know each other better. Use the [human capital questionnaire](https://mymasterpieceliving.com/resource/human-capital-survey-2/) to start discussions.

## [Peace & Fulfillment Data Sheet](https://mymasterpieceliving.com/resource/peace-fulfillment-data-sheet/)

* Invite prospects to a volunteer event or a meeting to discuss how they want to give back to the greater community.
* Promote a mediation series. Options include mediations from **Explorations in Mindfulness** or from the **Master-PEACE Circle** collectionon the[Masterpiece YouTube page](https://www.youtube.com/user/MasterpieceLiving1/videos).
* Podcasts:
  + [The Pursuit of Meaning and Purpose (Playing to Your Strengths)](https://www.youtube.com/watch?v=g2ZxGpzafhE) (36 minutes)
  + [The Passions Project: Living With Passion and Purpose](https://www.youtube.com/watch?v=81DKhAjnxb8&t=1s) (29 minutes)

## [Personal Attributes Data Sheet](https://mymasterpieceliving.com/resource/personal-attributes-data-sheet/)

* Share and discuss these podcasts:
  + [Great Expectations (How Our Outlook Shapes Our Future)](https://www.youtube.com/watch?v=6TOuXI7QAx4) (13 minutes)
  + [Coping with Change and Developing an "Abundance" Mindset](https://www.youtube.com/watch?v=Vku1dYxvtz8&t=6s) (18 minutes)
* Use this mediation as part of a small group meeting.
  + [Cultivating Positive Emotions for Wellbeing](https://www.youtube.com/watch?v=H9Az-z9jfGI) (12 minutes)

## [Movement & Motion Data Sheet](https://mymasterpieceliving.com/resource/movement-motion-data-sheet/)

* Invite prospects to attend the **Fending Off Falls** program and practice fall prevention exercises.
* Offer classes or host a speaking event that focuses on fall prevention and the importance of strength and balance. For example, schedule a Tai Chi class and invite prospects, residents and family members.
* Podcasts:
  + [Will you be Fit or Frail at 85?](https://www.youtube.com/watch?v=BRpX9RgzROE&t=201s) (19 minutes)

# Live Long, Die Short

**Dr. Roger Landry is the author of Live Long, Die Short: A Guide to Authentic Health and Successful Aging. The resources and links include information relating to Dr. Roger and his book.**

* [**Dr. Roger & Friends: The Bright Side of Longevity Email Sign-Up**](https://mymasterpieceliving.com/resource/the-bright-side-of-longevity-email-sign-up-link/) 
  + **Use the sign-up link as a meaningful touch point for a new prospect.**
* [**Live Long Die Short Summary Book**](https://mymasterpieceliving.com/resource/live-long-die-short-summary-audio-book/) 
  + **Email the summary book to prospects.**
  + **Create two or three live book club events by listening to parts of the audio summary book together. As part of the gathering, invite discussion using the questions in** [**The Live Long, Die Short Book Club Facilitator’s Guide.**](https://mymasterpieceliving.com/resource/the-live-long-die-short-book-club-facilitators-guide/)

# Marketing the Masterpiece Message

This section includes resources that support your community in marketing healthy longevity to prospects and the greater community. It also provides education for your team about Powered by Masterpiece and how the partnership supports the community.

* [**2020 Masterpiece Network Lifestyle Data**](https://mymasterpieceliving.com/resource/2020-masterpiece-lifestyle-data/)
  + **If you are a new partner and don’t have community data yet, use the network data in marketing efforts. Best practices include sharing data on your website or sending data-focused mailers to prospects.**
  + **If your community has completed the Lifestyle Review or Profile, please email your Partnership Specialist for your community’s most recent aggregate data reports.**
* [**Healthy Longevity Phrases Powered by Masterpiece**](https://mymasterpieceliving.com/resource/key-phrases-for-describing-masterpiece/) 
  + **Use one of these phrases on your website, share it on social media or the community newsletter.**
* [**Powered by Masterpiece**](https://mymasterpieceliving.com/resource/poweredbymasterpiece/)
  + **Use this article to inform your team about the partnership with Masterpiece.**
  + **Have team members read the article and then add these discussion questions to your next meeting. The questions are also at the bottom of the article, so team members have the chance to prepare.**
  + **Discussion Questions**

1. What information about the partnership with Masterpiece do you think is important to share with prospects?
2. What does the continued research say is the major determinant of how we age?
3. Give an example of how you connect the resources with the wants/needs of the future resident?
4. How do you explain the concept of supported autonomy?
5. What does supported autonomy look like in your community?
6. How would you encourage residents to be an active participant in their own lifestyle progress?