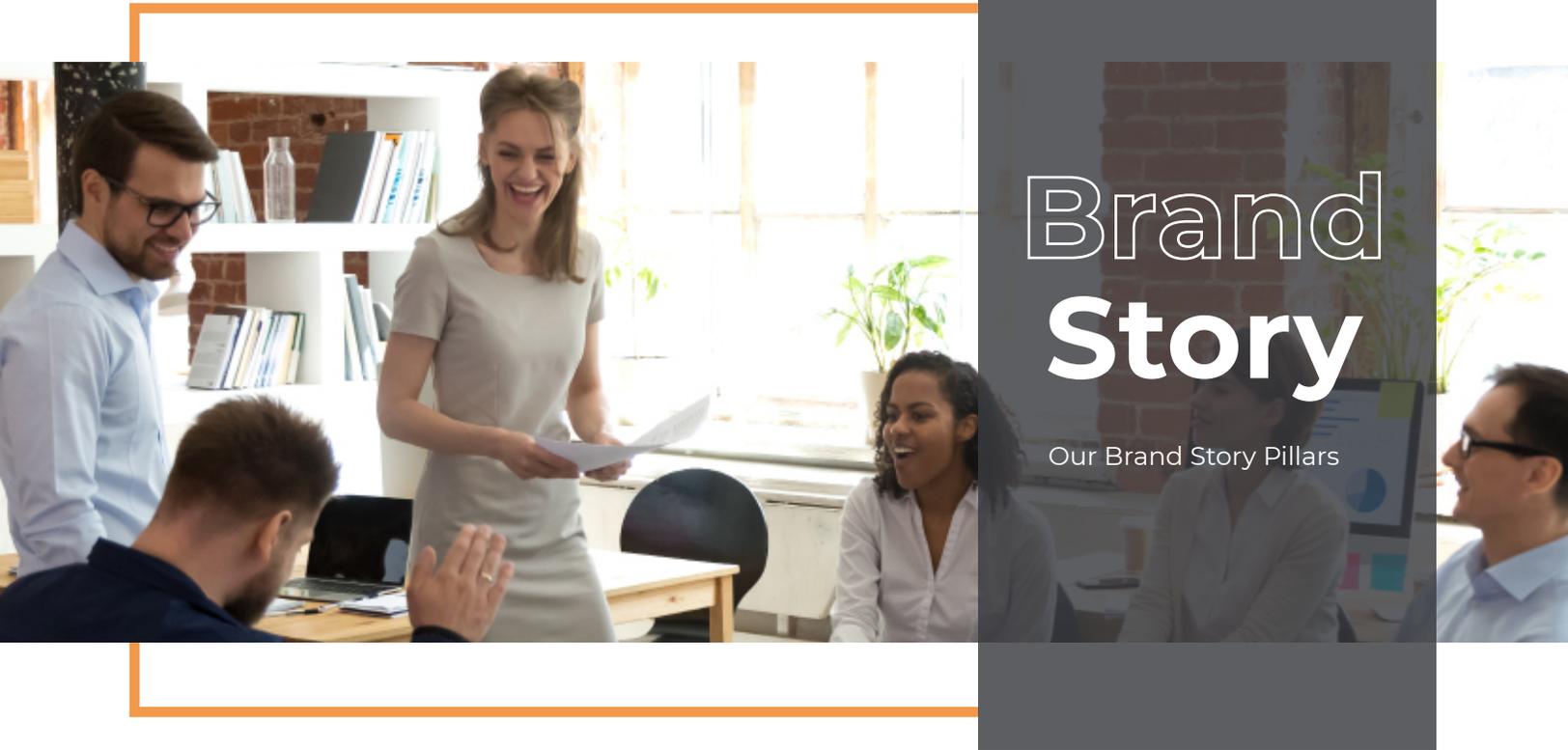


# Project Pat



## Brand Story

Our Brand Story Pillars

### **Discover Which Problems Your Customers Would Pay To Solve**

As our team begins to understand your industry and the personas you're trying to target, we'll help flush out the problem your services look to solve.

### **Select Which Proven Strategy Can Best Be Applied To Your Project**

We'll show you what other successful startups have done to get to where they are and work with you to understand which approach works best for your business.

### **Get Set Up For The Best Chance Of Success**

We tailor the brand story experience to fit your unique needs, whether it's storytelling through content, customizing your user experience, or building a feature to offer your users value—we'll identify and deliver on your specific needs.

### **Connect All Of The Dots**

Setting up your landing pages, homepage, email templates, and ensuring a smooth user experience for all your members is the final piece for launch. We'll take care of everything for you.

## The Brand Story

# FORMULA

## Including Core Setup

**Step 1.** The strategy call is always the first step. We'll deep dive with you on your vision and extract information that is vital to understanding your audience and their needs.

Next, we take everything we learn from our call to put together your Strategy Roadmap—which lays the foundation for your project and identifies your launch strategy.

We'll share everything with you to get your final approval and make adjustments as needed. By the end of step one you should know you hired the right team for the job!



**Step 2.** Now that the foundation is ready, we can start to focus on your Brilliant Directories Core Setup—this is where you choose all the features, functions, and settings of your site.

We'll first make recommendations based on your unique strategy and our BD expertise. We'll share these with you, along with a detailed video explaining it all so you have time to digest your options and the features and settings every BD owner should know about.

Next, we'll connect to answer any questions and make sure everything is ready to start building out the foundation of your site!



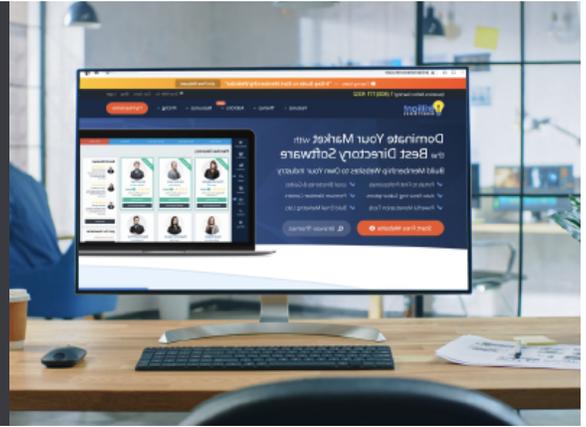
**Step 3.** While our development team gets to work on building out the back end of your site, our content team gets their creative juices flowing and starts crafting the copy for your site.

In addition to creating content that converts for your landing pages, we also optimize BD system email templates including branded welcome emails for each of your member personas to start their user experience off right.



**Step 4.** We'll send you the content to review via email so you can prepare notes or make any edits you'd like.

Everything we do is sent in Google Docs so we can easily collaborate together. Oftentimes we get it right the first time, but if for any reason we need to schedule a call to review together we're always happy to set that up.



**Step 5.** Once we have the greenlight on content, our design team will get busy setting up the layout and content for your homepage, landing pages, and customizing all of your email templates.

At the same time our development team will get to work on building out any custom features or tailored user experiences to bring your strategy to life.



**Step 6.** We place a big value on thoroughly testing your website from start to finish and resolving any bugs that come up rather than waiting for your customers to report these.

The work isn't glorious but our team loves this process. Testing lead flows, the sign up process, search filters, responsive design, custom forms, and SEO templates are just some of the things our team reviews.



**Step 7.** Woohoo! We made it to the final step of your Brand Story. Not only will our team present everything to you for a final review, but we'll also give you a crash course on the most important things you need to know about the BD platform.

By the end of this step you should feel confident to connect your domain and launch your directory to the world.

