Brand Building & Storytelling for Startups

- **Duration:** 5 Days (approximately 35-40 instructional hours)
- **Course Goal:** To provide startup founders and their teams with a practical, action-oriented framework to define their authentic brand, craft a compelling brand story, and communicate that story effectively across key channels to attract early adopters, build a loyal community, and stand out in a crowded market.
- **Core Focus:** Mastering the art and science of building a memorable brand and a persuasive narrative on a startup budget and timeline.

Learning Objectives:

Upon successful completion of this workshop, participants will be able to:

- **Define** their startup's core purpose, vision, mission, and values.
- **Identify** and deeply understand their ideal target customer through detailed personas.
- **Craft** a clear brand positioning statement and a unique value proposition.
- **Develop** an authentic and consistent brand voice and personality.
- **Master** a simple framework for crafting their core brand story (the "origin story").
- **Write** compelling copy for key assets like their website homepage and social media profiles.
- **Develop** and practice a concise and memorable elevator pitch.
- **Create** a basic content strategy to share their brand story.
- **Understand** how to build a brand visually before hiring a designer.
- **Develop** a comprehensive Brand & Storytelling Action Plan.

Target Audience:

- Startup Founders and Co-founders.
- Early-stage employees (marketing, sales, product).
- Entrepreneurs in the idea or pre-launch phase.

Prerequisites:

- A specific startup idea or an existing early-stage business is required, as all work will be applied directly to the participant's own venture.

Teaching Methodology:

This is an intensive, "roll-up-your-sleeves" workshop. The methodology includes:

- **Interactive Frameworks:** Introducing simple, powerful models for brand strategy and storytelling.
- **Intensive "Build" Workshops:** The core of the course. Participants will spend the majority of their time writing, brainstorming, and building their actual brand assets.
- **"Pitch & Crit" Sessions:** Participants present their brand stories and pitches and receive rapid, constructive feedback from peers and the instructor.
- **Case Study "Sprints":** Rapidly deconstructing the brand strategies of successful startups.
- **Peer-to-Peer Collaboration:** A supportive environment where founders can act as a sounding board for each other.

Materials Provided:

ADEPT TRAINING CENTER

- A digital **"Startup Brand Playbook"** with all frameworks, worksheets, and templates.
- Templates for a Brand Strategy Canvas, Customer Persona, Messaging Framework, and Pitch Deck Storyline.
- A curated list of free and low-cost tools for design and content creation.
- A completed Brand & Storytelling Action Plan.
- Certificate of Completion.

Detailed Day-by-Day Curriculum

Day 1: The Foundation – Your Brand's "Why"

- **Module 1: What is a Brand for a Startup? (Approx. 2 hours)**
- **Module 2: The Core: Defining Your Purpose, Vision, Mission & Values (Approx. 3 hours)** (Workshop-heavy)
- **Module 3: Knowing Your Customer Deeply: The Persona Workshop (Approx. 2.5 hours)** (Workshop-heavy)

Day 2: Crafting Your Position & Brand Personality

- **Module 4: Competitive Analysis & Finding Your "White Space" (Approx. 2 hours)**
- **Module 5: The Brand Positioning Statement (Approx. 3 hours)** (Intensive Workshop)
- **Module 6: Your Brand's Personality & Voice (Approx. 2.5 hours)** (Workshop-heavy)

Day 3: The Art of Brand Storytelling

- **Module 7: The Science of Story: Why Narratives Persuade (Approx. 2 hours)**
- **Module 8: Crafting Your Core Brand Story (The Origin Story) (Approx. 3.5 hours)** (Intensive Writing Workshop)
- **Module 9: The Elevator Pitch & Your Messaging Framework (Approx. 2 hours)** (Pitch Practice Lab)

Day 4: Activating Your Brand – Copy & Visuals

- **Module 10: Writing Your Website's Homepage Copy (Approx. 3.5 hours)** (Intensive Writing Lab)
- **Module 11: Your Digital Brand: Social Media & Email Signature (Approx. 2 hours)** (Workshop-heavy)
- **Module 12: Visual Identity Basics for Non-Designers (Approx. 2 hours)**

Day 5: Pitching, Launching & Your Brand Action Plan

- **Module 13: The Investor Pitch Storyline (Approx. 3 hours)** (Workshop-heavy)
- **Module 14: Living the Brand: From Launch to Community (Approx. 2 hours)**
- **Module 15: Your Brand & Storytelling Action Plan (Capstone) (Approx. 2 hours)** (Capstone Workshop)
- **Module 16: Final Pitches & Course Wrap-up (Approx. 1 hour)**

ADEPT TRAINING CENTER