

Beanie & Blazer Microsite Creative Brief

Name of Brand:

Beanie & Blazer

Your existing website:

Not applicable

Describe your brand:

Beanie & Blazer is a new bootstrapped company which aims to provide a community and educational tools to aspiring peak performers across a variety of industries and personal pursuits. We offer a proprietary training methodology designed to help people identify their personal values and goals so they can live according to their own metrics of success. Our brand and product offerings are yet untested, so the messaging and product roadmap are apt to be fluid in the first year of operation.

In which markets does your brand operate?

We're initially targeting 3 customer niches:

1. First-time entrepreneurs (many of whom were likely laid off from their jobs due to COVID)
2. Aspiring professional and olympic athletes
3. Graduate students

Ultimately, we'd like our products to sit across a broader swath of customer types, but these are the first three segments we're going to test.

Describe your target audience.

1. 24-36 years old
2. Feels unsettled with "normal" day-to-day
3. Consumes content from content creators like Dave Ramsey, Tony Robbins, Brendan Burchard, Mark Manson, Eric Thomas, or Gary Vaynerchuk
4. Knows they have potential to do more with their life but need guidance on how to accomplish it
5. Interested in fitness, psychology, entrepreneurship, and/or self-improvement
6. Spends a minimum of 5% of income on personal development
7. Is considering undergoing a big life change with work, friends, significant others, or geography

Please list out the sitemap (page names). If it's a microsite (one page), please list out the sections you want. For example: Home, About, Contact, etc.

The website is a micropage (wireframe included). The sections are as follow:

1. Hero - includes logo, social icons, tabs to subdomain pages, video, and headline + subheader
2. Company description - One-liner text block with a "Read more" link to the "About us" page
3. Email sign-up form with First Name, Last Name, and Email form fields

4. Side-by-side carousel content cards with blog and podcast content. Both sections are clickable to the /blog and /podcast subdomain pages
5. Podcast video section with header + subheader. This will route to the /podcast subdomain page.
6. eBook download CTA with form field for email address capture
7. About the Company + About the Founder sections with images and bullet descriptions. Visitor can click through the image to visit the “About Us” page for more information
8. Mindset Accelerator CTA - includes graphic and bullet points about the Mindset Accelerator online course. Form fields should include First Name, Last Name, and Email Address
9. Email sign-up form with First Name, Last Name, and Email form fields in-line with a Twitter RSS feed from the founder’s personal Twitter account
10. Images and videos that represent the brand
11. Footer includes links to subdomain pages, social icons, logo. I’m open to other suggestions as well

With the sitemap you just created, please share the content associated with each page. If you do not have content ready yet, we can use Lorem Ipsum (sample text), but this will delay the process and potentially push back the launch date.

Lorem ipsum is great for now. I’ll add copy after the first design iteration

Please list some example sites that catch your eye. What about them do you like?

<https://www.daveramsey.com/>:

- Clear value proposition - “Never worry about money again”
- Products and affiliate offerings listed immediately above fold
- Free resources to inject people into funnel
- Great graphical elements

<https://www.tonyrobbins.com/>:

- Pop-up chat bubble for immediate engagement
- Services just below fold
- Primary campaign highlighted in hero image
- Credibility via logos above the fold

<https://www.garyvaynerchuk.com/>:

- Immediate newsletter CTA
- Content, content, content
- Credibility via logos
- Engaging Larry King video in hero

<https://brendon.com/>:

- Pop-up email subscription
- Strong, clear personal branding
- Vlogs and courses features on home page

Are there any elements, shapes, symbols or concepts that you want included in the design? If so, please share ideas :)

Please see associated logos, patterns, and style guide. A few general notes:

- Rounded edges on buttons, elements, etc.

- I don't like lots of gloss or shadows - the content should speak for itself.
- Tabs and social icons in header should be sticky.
- Animations should be natural and not too cheesy or attention-grabbing.

Where will your website be hosted? If you are not sure, you may skip this for now and your customer success manager will advise you.

Hosted by GoDaddy

I acknowledge that I have filled in all of this information accurately and hereby understand that the timeline may be delayed if not fully filled in.

Yes