



The Onboarding Experience



Every brand has an identity - most just haven't fully articulated it yet. This is where we begin.

Our onboarding process is designed to bring clarity, direction, and alignment before we ever create a single deliverable. It allows us to step into your brand with intention, so everything that follows feels cohesive, elevated, and unmistakably yours.

Step 01 — Brand Intake

Once your subscription is confirmed, you'll complete a short but strategic intake form.

This is not just information gathering — it's discovery.

You'll be guided through a series of thoughtful questions designed to uncover:

- Where your business currently stands
- How marketing feels behind the scenes
- The emotional tone and visual direction of your brand
- What's working, what's missing, and what matters most right now

We intentionally keep this process intuitive and selective — so your answers reflect instinct, not overthinking.

Step 02 — Brand Alignment Call

After reviewing your responses, we schedule your **introductory alignment call**.

This is where everything starts to take shape.

Together, we:

- Refine your positioning and priorities
- Clarify your brand voice and direction
- Identify immediate opportunities for growth and visibility
- Align on what success looks like within your subscription

This conversation allows us to move from insight → strategy with precision.

Step 03 — Foundation & Direction

From there, we translate your input into a clear, strategic foundation.

You can expect:

- Defined brand tone and communication style
- Visual direction guidance
- Priority recommendations based on your current stage

- A focused roadmap for your first deliverables

This ensures that every asset we create moving forward feels aligned, intentional, and elevated — not reactive.

What We'll Need From You

To build your brand accurately, we'll ask for a few key materials:

- Your logo (if available)
- Your website or current digital presence
- Any recent marketing materials
- Anything else that represents your brand today

Don't worry if things aren't perfect — that's exactly why you're here.

Our Approach

We don't believe in guesswork.

We don't believe in one-size-fits-all marketing.

We believe in building brands that feel clear, confident, and consistent — from the inside out.

This process allows us to step in as your internal marketing studio with full context, so every decision we make reflects your brand at its highest level.

What Happens Next

Once onboarding is complete, your subscription officially begins — and we move into ongoing strategy, creation, and refinement.

No chaos.

No scrambling.

Just thoughtful, consistent execution that evolves with your brand.

Step Into Your Brand

You don't need more noise.

You need direction.

We'll meet you where you are — and build something intentional from there.

Your onboarding is the first step.

