

## Brand Mission Statement Overview: National Sewing Circle

<b>Our Vision</b>	To help you become a better sewer
<b>Mission Statement</b>	<i>National Sewing Circle is your go-to online resource for new sewing instruction, ideas, and information - a community where passionate sewers can come together to express their creativity and learn to create something beautiful.</i>
<b>What We Do</b>	Our main goal is to help you become a better sewer, and we teach through video. Our instructional sewing videos are taught by friendly, talented sewing experts who take the time to walk you through the techniques and demonstrations, providing helpful tips and ideas along the way.
<b>How We Do It</b>	On the website you'll find an entire library of sewing videos at your fingertips, plus brand new videos to enjoy throughout the month. You'll also find interesting articles, project ideas, product reviews, Q&As with expert sewers, and lots more. Make sure to follow our social media pages too – these are great places to ask questions, share your stories, and connect with your fellow sewers.
<b>Why We Do It</b>	At NSC, we know that sewing is so much more than a hobby for you – it's a lifestyle. We want to be your favorite place where you can feed that passion by learning new techniques, getting inspiring new ideas, and connecting with other sewers who feel the same way as you.

<b>Brand Personality</b>	Authentic, passionate, honest		
<b>Tone of Voice</b>	Genuine, approachable, friendly		
<b>Key Messages</b>	Learn to Make Something Beautiful	Engage Your Passion	Express Your Creativity
<b>Examples</b>	Learn new techniques Get inspiration Make more projects	Connect with other sewers Ask questions, share ideas Share the love of sewing	Make something unique Make something practical Give gifts to loved ones