



Brand Mission Statement Overview: Model Railroad Academy

Our Vision	To fuel your passion for model railroads and inspire you to create and build a layout that you can be proud of
Mission Statement	<i>Model Railroad Academy is your go-to online resource for model railroad instruction, ideas, and information - a community where enthusiasts can come together to learn and share their passion for model railroads and trains.</i>
What We Do	Our main goal is to help you build the perfect layout, and we teach through video. Our extensive library of high-quality instructional videos, layout tours, and more feature some of the top modelers in the hobby, including Allen Keller. These talented model railroad experts take the time to walk you through various techniques and demonstrations, providing helpful tips and ideas along the way that you can apply to your own layout.
How We Do It	On the website you'll find an entire library of model railroad videos at your fingertips, plus brand new videos to enjoy throughout the month. Make sure to follow our social media pages too – these are great places to ask questions, share your stories, and connect with your fellow model train enthusiasts.
Why We Do It	At Model Railroad Academy, we know that your model railroad is so much more than a hobby for you – it's a passion. Whether you are just beginning or are a master model railroader, we want to be the place you go to learn new methods, get inspiring new tips, and connect with other model railroad enthusiasts who are eager to add new life to their layouts.

Brand Personality	Professional, knowledgeable, informative		
Tone of Voice	Genuine, approachable, friendly		
Key Messages	Learn New Skills & Techniques	Engage Your Passion	Express Your Creativity
Examples	Learn something new Get inspired Complete more projects	Connect with other enthusiasts Ask questions, share ideas Share the passion for trains	Find personal value Challenge yourself Leave a legacy