



Brand Mission Statement Overview:

Craftsy

Brand Positioning	We believe that everyone from the beginning quilter to the aspiring artist to the home cook has an innate desire to express themselves.
Our Vision	At Craftsy, we equip you with tangible skills, access to inspiring and like-minded crafters, and most importantly, the confidence to add your own creative twist to all that you create. We are committed to helping you express your unique passion, talent, and creativity.
Mission Statement	Craftsy is an online resource for all creative makers, where you can find everything you need – from basic instruction to advanced techniques. It's a community of enthusiastic makers, from quilters, to sewers to cake decorators wanting to create beautiful things and express their creativity.
What We Do	Our main goal is to help you become a better, more confident maker, and we teach through video. Our 1,500+ classes are taught by world renowned experts, who walk you through each technique clearly with step-by-step demonstrations, providing their expert tips and tricks along the way. We also provide hundreds of creative entertainment classes not available anywhere else!
How We Do It	On the website you'll find a large catalog of instructional classes to keep you inspired, in area such as quilting, sewing, cake decorating, and knitting. You'll also find downloadable class materials and resources, and tips & tricks in the blog and newsletters. Make sure to follow our social media pages too – these are great places to ask questions, share your stories, and connect with your fellow creators.
Why We Do It	At Craftsy, we know that crafting goes beyond just being a hobby – it's a lifestyle. We want to be your go-to place online to nourish your creativity by getting inspired with project ideas, learning new techniques and connecting with your fellow makers.
About us CUSTOMER FACING	Enjoy More "I Made It!" Moments with Craftsy Get the inspiration and expert instruction you need to confidently tackle any creative project from start to finish. Making is Better Together Craftsy is home to a collective group of curious, driven doers who believe in the power of creating. From our expert instructors to our passionate employees—we're here to answer your questions, share inside tips and ensure all of our members thrive in our community. Making Just Got Easier At Craftsy, we'll help you get it right the first time. Use our step-by-step expert instruction and timely lessons to make things you're proud of over and over again.

Brand Personality	Energetic Craftsy sparks your imagination to discover through dynamic visuals and lively messaging. Empathetic We respect our customers' goals, acknowledge their challenges and design experiences that meet their needs. Joyful The natural character of our brand expression is one of curiosity, positivity and enjoyment. Authentic We stay true to our roots as a friendly company of makers, experts and educators. Encouraging With an optimistic tone, we motivate and build people's confidence for achieving their goals.
Tone of Voice	Upbeat, genuine, cheerful We write and speak directly to our audiences, in the first person, to build and enhance our relationship with them. We use an active (rather than passive) voice to convey our role and our energy. We're witty, knowledgeable and friendly. We write and speak in a way that conveys energy, optimism and charisma. When possible, we speak in an informal, approachable manner (e.g., using contractions, simplifying complexity). We use words that convey how much we care about crafting; we balance the business with the human. We use words which are direct and straightforward. We avoid any language that sounds pretentious or intimidating.

Key Messages	Learn to Make Something Beautiful	Engage Your Passion	Express Your Creativity
Examples	Learn new techniques Get project inspiration Try new patterns	Connect with other makers Ask questions, share ideas Share the passion or creativity	Challenge Yourself Share Your Passion with Loved Ones Create a Life You Love
Attributes and Benefits	Actionable Inspiration	Creative Empowerment	Encouragement & Celebration
Attributes and Benefits	Our community of crafters sparks your imagination to discover your innate talent and bring it to life (and be the person you want to be)	We equip you with skills that you can apply to your projects to uniquely express who you are and what you love	We meet you where you are so that you can express yourself wherever and however works best for you
Site Features/Membership Benefits	<p>Access to 1,500+ Craftsy classes via subscription and individual purchases</p> <p>Downloadable class materials and resources</p> <p>Projects, tips & tricks on the creator blog</p> <p>Special discounts and offers for monthly and annual subscribers</p> <p>Available anytime, anywhere. From desktop, to mobile, to TV via your favorite streaming device*</p> <p>Partnerships with world class fabric and crafting partners*</p> <p>NEW! Live events with world-class experts</p> <p>NEW! Craft-specific travel programs</p> <p>NEW! Bite-sized instructional videos</p> <p>NEW! Two inspirational newsletters per week</p> <p>NEW! Community challenges and make-alongs</p> <p>NEW! Virtual community events*</p> <p><i>*COMING SOON</i></p>		
Taglines	Don't just dream it. Make it.	Learn it, make it.	Make something that means something
	Make something beautiful	Watch + Learn	Handmade means more