



Partner Referral Guide

Who I Am

Hi, I'm Heather; a brand strategist, former product-based business owner, corporate trained marketer, and founder of Brightcraft Studios.

I help creative, product-based businesses turn scattered brand messaging and marketing plans into clear, aligned brand foundations that support sustainable growth. I help my clients build strategy that supports aligned content, design, and marketing.

Who I Partner With

- Graphic Designers
- Web Designers & Developers
- Social Media Managers
- Creative Agencies

Why Partner with Brightcraft

My work helps your clients:

- make decisions faster
- reduce revisions
- provide clearer creative briefs
- feel more confident and prepared for the work you'll do together
- achieve stronger outcomes with you

Who makes a good fit for a Brightcraft service?

Clients who say:

- "I don't know how to talk about what I do."
- "My marketing feels scattered."
- "I need website design but don't know what to say or what copy I need."
- "I want to rebrand but I'm not sure who my audience is or who I am as a brand anymore."

Services

Brand Foundations – full brand strategy + messaging framework

Brightcraft Blueprint – strategic marketing plan (*must go through the foundations program with me first unless there is already a solid foundation built*)

Lightbulb Session – 1:1 problem-solving session

Retainer Support – ongoing messaging, content development and brand support

How Referrals Work

- Introduce us via email
- Send them to my website
- Share my Lightbulb Session service for quick support or a discovery session to see if we'd be a good fit

I can also refer YOU! My clients often seek out graphic design, social media management, and website developers after working with me. If you'd like to be included on my referral list, please contact me below.

Contact:

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