



VINEYARD CREATIVE CO.

# Brand Messaging & Voice

GUIDE

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*Writes*



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# Boilerplate Statement

*Your Boilerplate Statement is a sentence that shares core business information to the public. Think of it as an executive summary of your business, briefly sharing your brand's mission, values, and operations. It can be used for press releases, short bios, in proposals and contracts, etc.*

Vineyard Creative Co. helps creative female entrepreneurs reject hustle culture, ditch their marketing burnout, and rest easy knowing long-term organic marketing strategies are working around the clock to increase their visibility, bring in warm leads, and grow their income.



## ABOUT LAUREL VINES, FOUNDER OF VINEYARD CREATIVE CO.

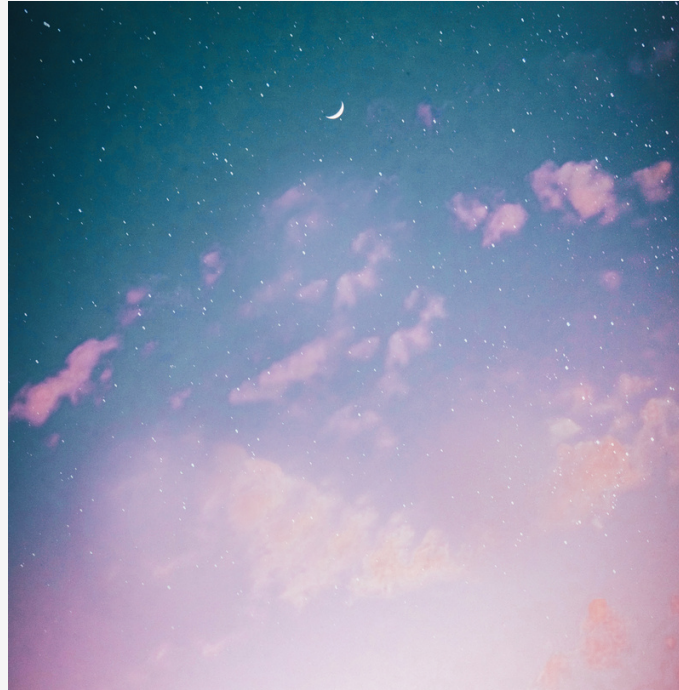
Laurel Vines is an organic marketing expert specializing in web design, SEO, and Pinterest marketing. She believes all creatives deserve to grow their business without the pressure of hustle culture and scale their online presence beautifully, strategically, and sustainably. With her eye for aesthetics and knowledge of the Internet's most used search platforms, she aims to get creative entrepreneurs stressing less about their marketing and excited about becoming the creative visionary they've always longed to be.

Laurel has worked with over 30 clients to help them grow their visibility, increase their web traffic, and show up confidently online.



## Meet the Founder





# Business Overview

## PURPOSE STATEMENT

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*Vineyard Creative Co. helps creative entrepreneurs ditch social media burn out and build their businesses with sustainable, organic marketing strategies designed to create long-term results.*

## SERVICE OFFERINGS

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*Vineyard Creative Co. offers Pinterest set-up and management, aesthetic and strategic Showit web design, and SEO services.*



# Mission Statement

Vineyard Creative Co.'s mission is to help creatives boost their visibility, scale their business, and create more margin in their life with organic marketing strategies that prioritize both beauty and function.

# Vision Statement

Vineyard Creative Co. wants to create a world where creative entrepreneurs prioritize their personal values and well-being, reject trend marketing and hustle culture, and prioritize intentional and sustainable business strategies.





# Business Origin Story



Vineyard Creative Co. was founded by Laurel Vines, graphic designer, in April 2022 out of a desire for a freedom-filled, counter-cultural lifestyle and a commitment to serve others.

While traveling around the country in an RV with her husband, Laurel craved more abundance and freedom than was offered by the stereotypical American Dream.

Jumping into the online space as a virtual assistant, she learned the ins and outs of running an online business and found her passion for building beautiful websites and growing traffic to them through Pinterest marketing and SEO efforts.

Today, those passions form the cornerstones of Vineyard Creative Co., allowing Laurel to explore the endless possibilities available to her as an entrepreneur and embody her own definition of success: to serve others well through her creativity and values.



# Business *Name*

## Origin Story



The name Vineyard Creative Co. reflects a combination of founder Laurel Vines' name and her relationship with Jesus Christ. Laurel's faith, values, and love of Jesus have transformed her from the inside out—and she holds an unwavering desire to use her gifts, mind, and creativity to glorify Him.

In one of Laurel's favorite Bible chapters, John 15, Jesus describes Himself as the vine and his followers as branches, and shares that when we are apart from Him, we cannot fulfill our true purpose. This passage always reminds Laurel to quit striving and fulfill her purpose by resting in Jesus.

Laurel's intimate relationship with Jesus deeply influences her desire to help other creative entrepreneurs ditch hustle culture and instead, grow their businesses with easy-going, sustainable strategies that prioritize intention, reflection, and rest.



# Unique *Value* Proposition

Vineyard Creative Co. places a strong emphasis on combining beautiful design and functional capability with intentional business strategy. Many talented designers treat search engine optimization (SEO) as an after-thought—and many SEO experts lack a designer’s eye. Laurel bridges that gap to create beautiful visual experiences that build excitement and connection and create the visibility and traffic required for growth and scalability. →



# Brand Values

*The driving forces behind Vineyard Creative Co.*

## HONESTY

Laurel doesn't promise creatives the world. She wants them to have realistic expectations and know that she is their growth partner, not someone who can or will fix all their business problems. Because of this, Laurel does more than just perform a task. She also educates her clients on what they'll need to continue to do to achieve the long-term success they crave.

## TRANSPARENCY

Laurel believes in full pricing and service transparency. She wants all of her prospective clients to know what they're spending their hard-earned money on so there are no unexpected financial surprises. At Vineyard Creative Co., Laurel provides clear explanations of all project deliverables and their associated prices so she and her clients are on the same page before beginning any work.

## STRATEGY

Laurel does more than just tick design or SEO tasks off her clients' to-do lists. Every action she performs considers their audience, values, and overall business goals. Laurel immerses herself in her clients' stories, brands, and ideal clients to extend the impact of the work they hired her to do as far as possible.





# Service Overview

## 01 Pinterest Marketing

Stop relying on social media to generate leads and get in front of people actively searching for the solutions you provide. With over 450 million active monthly users, Pinterest is a gold mine for reaching your ideal audience when your people are ready to buy. If you're tired of creating tons of content that seems to go nowhere and watching your offers collect dust, Pinterest could be the platform for you to increase your visibility and income. Pinterest Kickstart in a Day is the perfect way to set your business up properly on Pinterest and optimize your account to reap the platform's full benefits. It'll also make DIY-ing your monthly pins fast and easy.

## 02 Website in a Week

Every creative needs an official home on the web to build a scalable marketing plan that doesn't rely on social media. With Vineyard Creative Co.'s Website in a Week service, you'll get an SEO optimized website that looks beautiful and will always be working to bring you traffic and leads in the background.

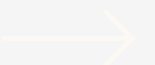


# Service Overview

03

## SEO Audit or Starter Kit

Your website should be working 24/7 to bring in warm leads and attract your ideal customer. Optimizing your website to show up in search engines, the Internet's most used platforms, can help you catch the attention of potential clients and customers searching for the solutions you provide without you having to lift a finger. An SEO audit is perfect for you if you already have a website you love and want to see how it's performing. You'll also learn how to understand and implement SEO strategy yourself. The SEO Starter Kit will help you launch your website and optimize it for SEO from the start.



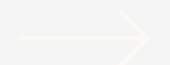


# Transformation Overview

Vineyard Creative Co. helps the creative business owner recover from marketing burnout and rest easy knowing her online presence is working around the clock to grow her business and income.

A client comes to Vineyard Creative Co. stuck on the hamster wheel of content creation and leaves knowing she has strategic organic marketing strategies in place to attract the right audience and warm leads to her business.

Client A goes from only getting a lead or two from social media every month to getting her valuable content in front of people actively looking for her services.





# Transformation Overview

Client B goes from having a full plate and no time to learn and implement a new marketing idea to placing her business in the hands of an organic marketing expert with proven results for her clients.

Client C goes from spending all her valuable time making TikToks or Instagram Reels in the hopes of being seen by the right person at the right time to worrying less about her marketing tactics and stepping into the creative visionary role she craves to be.

Client D goes from wondering how her competitors book out their calendar without marketing on social media to increasing her inquiries and sales thanks to behind-the-scenes strategies capturing the attention of and converting her desired audience.



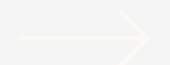


# Transformation Overview

Client E goes from constantly feeling distracted and missing out on moments with her family to living in the moment because her mental load isn't consumed by her next marketing task.

Client F goes from feeling addicted to the validation from social media notifications to finally putting down her phone and spending uninterrupted time with her Bible.

Client G goes from feeling embarrassed that her online presence doesn't accurately represent her expertise, personality, or values to dropping her URL with no shame in every marketing call she attends.

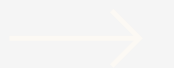




# Transformation Overview



Client H goes from feeling anxious frustrated about not knowing how to delegate her time to reclaiming her productivity knowing long-term strategies are setting her and her business up for success.



## TRANSFORMATION OVERVIEW CONTINUED

## Clients go

From This...	...To This
Getting a lead or two from social media every month	Getting valuable content in front of people actively looking for her services
Having a full plate and no time to learn and implement a new marketing idea	Hiring an organic marketing expert with proven results for her clients
Making TikToks or Reels in hopes of being seen by the right person at the right time	Worrying less about marketing and stepping into the creative visionary she craves to be
Wondering how her competitors book out their calendars without social media	Increasing her inquiries and sales thanks to behind-the-scenes strategies capturing the attention of her desired audience



## TRANSFORMATION OVERVIEW CONTINUED

## Clients go

From This...	...To This
Constantly distracted and missing out on moments with her family	Living in the moment not consumed in her next marketing task
Addicted to the validation of social media notifications	Putting down her phone and spending uninterrupted time with her Bible
Embarrassed her online presence doesn't represent her expertise, personality, or values	Dropping her URL with no shame in every networking call she attends
Anxious and frustrated not knowing how to delegate her time	Reclaiming her productivity with long-term strategies setting her up for success





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# Ideal Client Overview

A closer look at the perfect-fit client for  
Vineyard Creative Co.







# Sample Client Profile

The ideal client for Vineyard Creative Co. is the creative female entrepreneur who has been in business for 2+ years. Between her personal life, family, and business, she has a full plate.

While she's trying to enjoy her slow morning reading her Bible and drinking tea, she's thinking about getting the kids off to school, that new program she wants to create, or that new strategy she heard about to book more clients. She's spending hours a day making social media content she isn't sure will bring her the income and validation she needs to feel like she can be truly present with her family. All of her hard work isn't attracting the type of client she wants to work with and she feels frustrated and burnt out by the amount of effort she puts into her online presence and the lack of results she receives.

This woman longs understand how the other entrepreneurs she sees online are booking out their services without posting on social media all the time. She wants to take her business to the next level, show up as the embodiment of her expertise and values, and fall back in love with her creativity and its expression in her work.



# Client Profile: Typical Struggles

- Confused on what actions to take to grow her business because of all the marketing noise
- No knowledge of how to get more leads without social media
- Running into dead ends or conflicting information
- Discouraged by lack of instant results
- Has a lot on her plate and doesn't have time to learn or implement a new strategy
- Spends too much time making social media content and ignoring other parts of her business
- Never satisfied with results of her DIY efforts
- Doesn't feel her online presence is aligned with her expertise or values
- Experiencing burnout and unsure how to reclaim her productivity and time
- Frustrated seeing others succeed while perceiving they put in less effort







# Client Profile: Typical Desires

- Attract and book more ideal clients
- Take her business to the next level with an online presence that feels good and increases her confidence
- Put down her phone and not feel addicted to her social media notifications, DMs, or email inbox
- Be a creative visionary and not a full-time marketer
- Find a work/life balance that allows her to pursue her passion while taking care of her family
- Uninterrupted time to devote to her faith and its practice
- To get more than one lead every once in awhile
- Get more eyes on her business
- Build a business that works for her so she can experience more financial and time freedom
- Have margin and space in her schedule to create, relax, and travel
- Do the “fun” parts of business more often



# Client Profile: Limiting Beliefs



- Social media is the only way to find new leads
- There's too much competition to get found online with an SEO strategy
- Lack of results makes her feel like the exception to every proven or successful strategy
- She is often scared to invest into long term marketing strategies, or a new website, because she wonders if she "needs" it, or if it will actually bring her to that next step
- Worries that working less and allowing long-term strategies to work behind the scenes will set her back
- Her website or online presence isn't "good enough" to warrant more traffic
- Wonders if people make purchases from Pinterest or Google







# Client Profile: Typical Objections

- Doesn't want to invest in another long-term strategy because results will take too long
- Unsure if investing in her website is the right next step for the results she wants
- Cost of web design, Pinterest, or SEO services aren't in her budget
- Preferred audience isn't on a platform like Pinterest or doesn't use search engines to search for the solution she offers
- She doesn't produce visual content, have a blog, or even a website







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# Brand Voice Overview

The details of Vineyard Creative Co.'s unique  
voice





## Tone

Vineyard Creative Co.'s tone of voice is calm and approachable. Each word is chosen with the intention to educate its audience of the benefits of organic marketing strategies and offer support along the customer journey.

The relationship between the brand and its audience is less like a teacher and student and more closely resembles a passionate friend sharing excitement about new information. The brand will ask questions not to teach, but to connect and relate.

Vineyard Creative Co. does not swear or use language of scarcity. Instead, its language strives to create connection and provide honest information.



## Tempo

Vineyard Creative Co. speaks with the cadence of normal conversation between friends. Sentences are not long-winded, but can be short and direct where appropriate. Each sentence provides only the information a prospective client needs to know in that moment.





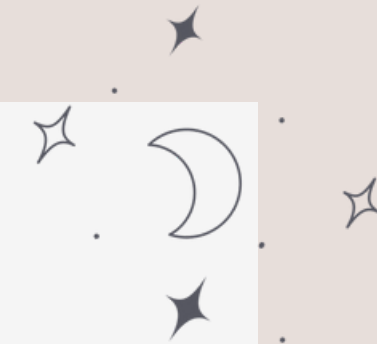
# Word Bank

Words often used by Vineyard Creative Co.

*Organic*  
*Marketing*  
*SEO*  
*Pinterest*  
*Showit*  
*Strategy*  
*Intention*  
*Visionary*  
*Creative*  
*Branding*  
*Design*  
*Traffic*  
*Leads*  
*Inquiries*

*Sales*  
*Visibility*  
*Sustainability*  
*Faith*  
*Presence*  
*Attract*  
*Scale*  
*Profit*  
*Purpose*  
*Content*  
*Instagram*  
*Energy*  
*Connection*  
*Authenticity*

*Jesus*  
*Lord*  
*Savior*  
*Christian*  
*Overwhelm*  
*Overworked*  
*Burnout*  
*Platform*  
*Elevate*  
*Honesty*  
*Transparency*  
*Autopilot*  
*Ease*



# Phrase Bank

Phrases often used by Vineyard Creative Co.

*Purpose-led creatives*

*Dream audience*

*Organic marketing strategies*

*Pinterest marketing*

*Showit web design*

*Search engine optimization*

*Pinterest Kickstart in a Day*

*SEO Starter Kit*

*SEO-driven web design*

*Intentional creative*

*Scale smarter, not harder*

*Digital marketing*

*Social media*

*Creative visionary*

*Show-stopping*

*Skyrocket your traffic*

*Grow your leads and visibility*

*Sustainable marketing*

*Faith-filled business*

*Scale sustainably*

*Scale with intention and purpose*

*Lead generation*

*Content hamster wheel*

*Silly dances and trending audios*

*Website traffic*

*Increase your visibility*



# Phrase Bank

Phrases often used by Vineyard Creative Co.

*Burnt out and over-worked*  
*Marketing platform*  
*Elevate your online presence*  
*Customer journey*  
*Personalized support*  
*Attract and scale*  
*Level up your visibility*





# Questions?

*Get in Touch*

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