



## **Brand Book**

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# Introduction

Getting inspired by others, pushing yourself further than you would have done on your own, looking at things from different perspectives, consulting with experts, profiting from a collective wisdom and above all a safe space to genuinely explore your passions and reach your dreams; Yes, this is the magic of an awesome creative community, the KREW community.

KREW is an online community of creative and hard-working entrepreneurs who don't follow the status quo! We are more than a group of like-minded people with similar interests; Krew is a community that comes together to accomplish individual and collective goals, we dare you and support you to dream big!

We are a community that believes in its members! We provide each of them the resources and the tools that they need to create the life they desired while shaking off stereotypes and standards of what we must be for the society.

**Be You, the free You, the spontaneous You, the crazy You, and the creative You, who wants and dares to change the world!**

As every community, Krew is also guided by its specific purpose that is; to empower its members to build profitable businesses that supports their desired lifestyles and makes a positive impact on the world.

Krew stands for uniting, working and creating. It's starts by uniting passionate and creative entrepreneurs, by connecting brains and hearts, skills and expertise, talent and discipline to work in the building and enhancement of profitable businesses.

The platform was founded after Marc Rodan, founder of KREW realized how lonely and limited the world of a solo-entrepreneur can be. Other platforms have provided solutions for this purpose, however most of these platforms are too local and they focus mostly on leads.

Marc wanted to create a tribe, a balanced community that not only empowers the business side of entrepreneurs but would also fill other human needs, for example our social and emotional needs by allowing the child in us to have fun and be playful.

The desire was to build a community that would feel like home, where people lift each other and supports each other in different areas. in other words, a warm family of fellow creative entrepreneurs that builds successful companies while having fun!



## Fun Facts

- Krew is werk (work in dutch) turned on its head.
- Most of Krew members have multicultural backgrounds and are multilingual.
- Krew members do care for the environment and the life of all beings.
- Krew members are multifaceted
- Krew members are mystical beings.

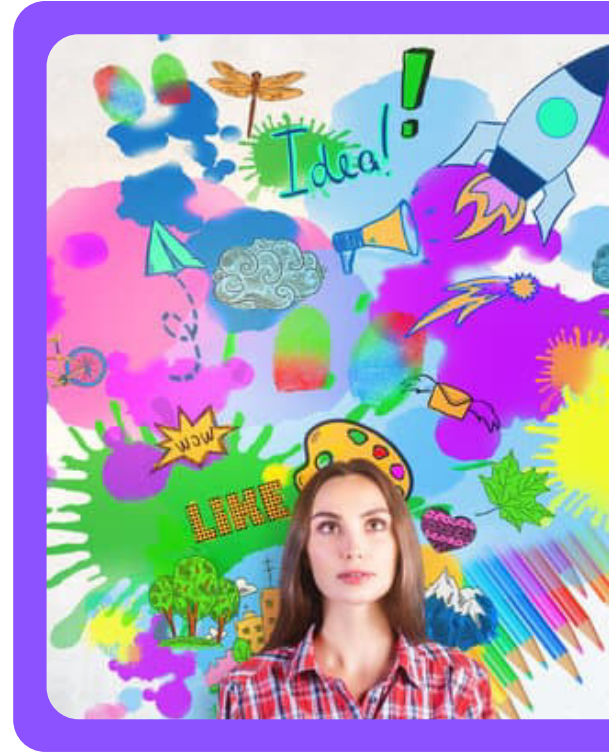
# Brand Heart

## Mission

KREW is a safe and happy place where we share our passions and skills, where we learn from each other and keep each other on the bright path to reach our highest potential! ..... (wow!)

Therefore, **we are on a mission to empower creative entrepreneurs in their journey through an awesome community of passionate and creative weirdos, that support each other and keep each other accountable to build profitable businesses and create the life of their dreams.**

Yup, it's about motivating you in the creation of the lifestyle you desire through your sustainable businesses while having fun.



# Vision

We are on a path to be the global online and offline happy home for successful creative entrepreneurs on all stages, providing all the necessary support to build and maintain profitable businesses and making the entrepreneurial journey fun and worth living.

We are changing the world; so, this should be exciting, fun and less stressful right?

# Values

## (K) Commitment

KREW is dedicated to the success and joy of each member by being committed to build a powerful community that works collaboratively with integrity and respect to empower each other.

## Spirit of Adventure

For KREW members the spirit of adventure is what guides each day, each project, and each goal with intention, focus, and humor.

Adventure means for KREW members, having the willingness to commit with an open heart to the uncertain and challenging journey of an entrepreneur, and therefore, the willingness to learn and engage with mindfulness to help each other and survive obstacles.

Adventure presents itself every day in the life of a KREW member through the ability to think bigger about their dreams and what they can do for the world.

## (K) Continuous Learning

As creative entrepreneurs the community embraces the importance of constant personal and professional growth. KREW members are curious and versatile learners that enjoy leaving their comfort zone and are open to continually develop and improve their skills and knowledge in order to adapt to changes and build profitable businesses effectively.

KREW community accepts the responsibility to identify and pursue areas for development and training that will enhance the performance of its members as successful entrepreneurs. But wait, this is KREW community so of course we make learning also fun and exciting!

Continued learning is the core value that KREW uses to get the most out of its members professionally and personally in the path to reach the life of their dreams. (we like to be dramatic sometimes).

## (K) Quality

KREW strives to provide high-quality services within the community that exceeds the expectations of KREW members and achieves the desired results. The community is built to provide each other high value and to make a positive impact in each other's entrepreneurial journey.

We want to provide you all the resources and tools to implement innovation and excellence in your creative business to achieve profitability through collaboration and support.

# Values

## (K) Creativity

Okay this might be predictable, but listen what is a creative community without creativity huh? Exactly!

Creativity encourages us to move, explore and live life in a liberated and limitless way; that's the lifestyle KREW members are building.

KREW empowers its members to build successful businesses from their passions. So, we inhale passion and exhale creativity. That sounds nice, but sometimes our creativity seems to run out of battery.

Imagination needs space, therefore KREW commits to its core value creativity, by providing a safe space to step away from the frenetic pace of an entrepreneurial life, so we can gain renewed inspiration to connect with our creative self. This we do through an invitation into playfulness to break out of physical and mental rigidity.

In other words, creativity can be nurtured and trained, therefore KREW focuses on spaces and events, that reduce stress, fill you with inspiration and its fun!

## What differentiates KREW ?

*"We want you and we dare you to dream big and be you! After dreaming we support you to achieve and materialize your dreams. As a community of creative entrepreneurs, we explore, we hustle, we build successful businesses and we play through the entrepreneurial journey together! We are the architects of our life and we are good at it! even if we stumble, we lift each other up and continue rocking our way to the top. That makes us different."*

## Brand fundamentals

1. Clear and encouraging message: include the mission and the vision in the content for the website and online platforms.
2. Recognizable appearance: create a style guide, keywords: energetic, fun and inspiring
3. Build member's trust: focus on content marketing and storytelling.
4. Consistent company's culture: build culture using the values of the brands.
5. Consistent and inspirational communication: focus on attracting members through inspirational content, target emotions.



# Brand Messaging

## Personality

- **Fun:** KREW is playful and fun, it has a child spirit that is curious and free.
- **Energetic:** KREW is passionate, therefore it is full of energy and enthusiasm for everything it does and believes.
- **Supportive:** KREW guides, understands and cares for its members.
- **Inspiring:** KREW encourages, excites and lifts its members up.
- **Clever:** KREW learns, adapts and applies new ideas and objectives quickly.
- **Wise:** KREW has a collective wisdom based on experience, knowledge and expertise in entrepreneurship

## Voice tone

**KREW** is fun and energetic, it is supportive and inspiring, and also clever and collectively wise.

As uplifting and dynamic as our personality, our communication with our members is **enthusiastic**, **informal**, **encouraging** and with **humor**.

- *We encourage our members to dream big and achieve their goals with an enthusiastic spirit, we support each other and guide each other with an informal communication and we apply humor to the ups and drops of the entrepreneurial journey.*

In KREW we are passionate for creative entrepreneurship and community, our members are the center point and this we radiate in everything we do and say. We care for our profitable business, but above all we care for our people.



## Brand Promise

A safe and inspiring online and offline community that provides support to enhance creative entrepreneurship and it encourages to dream big and build profitable businesses from passions.

Entrepreneurship will never feel lonely or limited again, being part of a community shall not be complicated or awkward anymore. KREW is a safe space for creative entrepreneurs on all stages to feel free to be themselves and kick asses as business owners while enjoying the journey and having fun.

# Position Statement

To connect creative entrepreneurs on all stages in major cities around the world. Creating strong and happy communities of like-minded people who share skills, expertise and resources with each other to build profitable businesses and creating the lifestyle they desire through the support and value they receive from the community.

## Target Audience

Creative entrepreneurs' definition: passionate and goal-oriented individuals who use their creativity and intellectual knowledge to build thriving businesses and earn a living.

Creative entrepreneurs between 25 and 40 years old on all stages of entrepreneurship

- Mixed gender (inclusivity)
- Young entrepreneurs: junior creative entrepreneurs with few years of experience or start-ups. Income level about average (enough to sustain the business but not enough to feeling comfortable).
- Master entrepreneurs: creative entrepreneurs with many years of experience. (high income, reaching financial freedom)



## Value proposition

**KREW** provides a home, a safe space for its members to feel free to be themselves, explore and dream big.

**KREW** supports its members to acquire new skills and knowledge through the collective wisdom of the community.

**KREW** facilitates leads for its members through the network of the community, meaning more clients and therefore more profit.

**KREW** keeps its members accountable to build successful businesses and encourages them to develop professionally and personally through mentorship, guidance and empowering events.

**KREW** maintains balance for its members, empowering the business side of each member but also creating time and space for fun and inspirational online and offline activities to recharge.