


THE KAPTURE BLUEPRINT

THE COMPLETE BRAND AND CUSTOMER JOURNEY WORKBOOK

DEFINE. BUILD. DISTRIBUTE. CONVERT. GROW.

A blank, reusable planning template for entrepreneurs who want to turn an idea into a clear brand, a buyable offer, a connected content system, and a complete customer journey.

kapture academy

START HERE

How to use this blueprint

Work through the seven modules in order. Keep your answers short, specific, and useful enough to guide a website, campaign, sales conversation, or team brief.

BRAND OR BUSINESS NAME

Write the name you are building.

OWNER OR TEAM

Who is completing this workbook?

PRIMARY OFFER

What do you most want customers to buy?

TARGET LAUNCH DATE

Choose a real decision date.

THE SEVEN MODULES

01 Brand Foundation

Define the business, customer, purpose, capability, and reason to choose you.

02 Direction

Set the vision, mission, and values that guide decisions and behaviour.

03 Value Proposition

Structure the products and services customers can understand and buy.

04 Content System

Plan the words, sound, visuals, motion, and video that explain the brand.

05 Distribution

Choose the channels where customers discover and engage with the business.

06 Sales Journey

Map the path from identification and education to retention and optimisation.

07 Launch System

Complete the assets, campaign content, channels, and deployment foundations.

WHAT SUCCESS FROM THIS WORKBOOK LOOKS LIKE

PURPOSE AND CREDIBILITY

Why do you exist?

Connect the problem you solve with the people and capabilities that make the promise believable.

Why does your brand exist?

- What problem do you solve?
- Which customer pain points do you eliminate?
- What pleasure, relief, progress, or confidence do you create?
- Why should the customer choose you rather than a competitor?

Who is behind the brand?

- Which professionals, skills, or disciplines are part of the company?
- What makes the team qualified to serve the customer?
- Why should the customer feel confident in you?
- How does the team collaborate for effective delivery?

PROOF, CREDENTIALS, EXPERIENCE, AND TRUST SIGNALS

CAPABILITY AND DIFFERENTIATION

What do you do - and why you?

Define the work you are paid to perform and the specific advantage customers gain by choosing you.

What does your brand do?

- What is the core activity customers pay you to perform?
- Which value-added services are required, such as strategy or consultancy?
- What can you offer through affiliates, alliances, or specialist partners?

Why your brand and not others?

- Which pain point are you especially good at eliminating?
- What positive experience or outcome does the customer gain?
- What makes your method, model, expertise, access, or service different?

YOUR STRONGEST POSITIONING STATEMENT

MODULE 02

Vision, mission, and values

Turn ambition into a direction people can understand and principles the business can use.

Vision

Where are you going?

- What future are you trying to create?
- What becomes possible when the business succeeds?
- What scale or impact are you ultimately building toward?

Mission

What do you do that will get you there?

- Who do you serve, what do you deliver, and how?
- What work must the business consistently perform?
- What does progress look like over the next three years?

Values

The way you work will determine the results you create.

- Which principles must the business uphold in order to succeed?
- What must every department protect in every context?
- Which character traits are necessary for the business model to work?

MODULE 03

Products

Define what the customer can buy, access, download, own, or use without requiring additional delivery work.

WHAT THE CUSTOMER BUYS Physical products Digital products Paid access**CATALOGUE STRUCTURE**

Build one complete catalogue record for every product.

PRODUCT CATEGORY

How customers browse or understand this item.

PRODUCT NAME

A clear, memorable name.

IMAGES

Primary image, details, variations, and use examples.

SHORT DESCRIPTION

The quick explanation shown in listings.

LONG DESCRIPTION

Benefits, specifications, use, proof, and FAQs.

PRICING MODEL

One-time, tiered, subscription, licence, or custom.

PAYMENT METHOD

How and where payment is completed.

DELIVERY MECHANISM

Download, shipping, access, fulfilment, or handover.

PRIORITY PRODUCT TO BUILD OR IMPROVE

MODULE 03

Services

Define the work your team performs for customers and the engagement model that makes delivery clear.

SERVICE TYPES

- | | |
|---|--|
| <input type="checkbox"/> Brief-based orders | <input type="checkbox"/> Recurring subscriptions |
| <input type="checkbox"/> Standard hourly rates | <input type="checkbox"/> Exclusive agency retainer |
| <input type="checkbox"/> Expert booking or consultation | |

ENGAGEMENT STRUCTURE

Build one complete service record for every service you sell.

SERVICE CATEGORY

How customers browse or understand this service.

SERVICE NAME

A clear name connected to the customer outcome.

DESCRIPTION

Problem, process, scope, result, and exclusions.

DURATION-BASED RATE

Hourly, daily, project, subscription, or retainer.

DELIVERY PLATFORM

In person, remote, portal, email, video, or hybrid.

PAYMENT METHOD

Deposit, milestone, advance, recurring, or invoice.

PRIORITY SERVICE TO BUILD OR IMPROVE

OFFER ARCHITECTURE NOTES

Know what you sell

Use these definitions to separate products, services, and sourcing decisions before building the catalogue.

What is a product?

- A resource the customer can buy and use.
- The buyer gains access rights or outright legal ownership.
- Delivery does not require additional input from the business.
- A product can be physical or digital.
- Variations and customisation can be offered, such as size or branding.

What is a service?

- Actions or operations performed to solve customer problems.
- Work the team and business model are optimised to accomplish.
- Solutions to problems customers struggle to solve without support.
- What the business does to help customers achieve their goals.

WHERE DO YOU GET WHAT YOU SELL?

Internal creations by the business

Authorised resale or distribution licences

Externally outsourced stocked inventory

Industry alliances, affiliations, and partnerships

DECISIONS, OWNERSHIP, LICENCES, AND DELIVERY NOTES

MODULE 04

Educate the customer

Plan how the brand will be expressed in words, sound, images, motion, and film.

HOW WILL YOU TELL THE CUSTOMER ABOUT THE BRAND? Text Motion graphics Audio Videos Images

Content strategy

- What must customers understand before they are ready to buy?
- Which questions, objections, and ambitions should your content address?
- Which formats best suit the customer, channel, and message?
- How will one strong idea be repurposed across multiple formats?

CORE CONTENT THEMES AND RECURRING IDEAS

TEXT - THE BRAND IN WORDS

Text deliverables

Create the written system that positions the business, explains the offer, and supports discovery and conversion.

- | | |
|---|---|
| <input type="checkbox"/> Slogan | <input type="checkbox"/> Blog posts |
| <input type="checkbox"/> Positioning statement | <input type="checkbox"/> Articles |
| <input type="checkbox"/> Vision | <input type="checkbox"/> Emails |
| <input type="checkbox"/> Mission | <input type="checkbox"/> Website copy |
| <input type="checkbox"/> Values | <input type="checkbox"/> Company profile copy |
| <input type="checkbox"/> Business description | <input type="checkbox"/> SEO keywords |
| <input type="checkbox"/> Customer definition | <input type="checkbox"/> Meta tags |
| <input type="checkbox"/> Product and service descriptions | <input type="checkbox"/> Hashtags |
| <input type="checkbox"/> Ad copy | <input type="checkbox"/> Testimonials and reviews |

HIGHEST-PRIORITY WRITING ASSETS

AUDIO AND IMAGES

Sound and visual deliverables

Build recognisable audio and image libraries that can be reused consistently across the customer journey.

AUDIO - THE BRAND IN SOUND

- | | |
|--|--|
| <input type="checkbox"/> Voiceovers | <input type="checkbox"/> Radio interviews and spot ads |
| <input type="checkbox"/> Podcasts | <input type="checkbox"/> Sound effects library |
| <input type="checkbox"/> Automated AI call agent | <input type="checkbox"/> Backing track and music library |

IMAGES - THE BRAND IN VISUALS

- | | |
|--|---|
| <input type="checkbox"/> Logo | <input type="checkbox"/> Photo library |
| <input type="checkbox"/> Social media profile covers | <input type="checkbox"/> Project portfolio |
| <input type="checkbox"/> Social media flyers | <input type="checkbox"/> Team photos |
| <input type="checkbox"/> Digital ads | <input type="checkbox"/> Email signatures |
| <input type="checkbox"/> Website banners | <input type="checkbox"/> Product and service images |

PRIORITY AUDIO AND IMAGE ASSETS

MOTION AND VIDEO

Movement and film deliverables

Use motion to simplify ideas and video to demonstrate expertise, results, process, and personality.

MOTION GRAPHICS - THE BRAND IN MOVEMENT

- | | |
|--|--|
| <input type="checkbox"/> Explainer videos | <input type="checkbox"/> Logo animations |
| <input type="checkbox"/> Service highlights | <input type="checkbox"/> Event promos |
| <input type="checkbox"/> Infographics | <input type="checkbox"/> Typography animations |
| <input type="checkbox"/> Social media animations | <input type="checkbox"/> How-to guides |

VIDEO - THE BRAND IN FILM

- | | |
|--|---|
| <input type="checkbox"/> YouTube or TV commercials | <input type="checkbox"/> Production process |
| <input type="checkbox"/> Project showreel | <input type="checkbox"/> Service walkthroughs |
| <input type="checkbox"/> Case studies | <input type="checkbox"/> Social media reels |
| <input type="checkbox"/> Podcast | <input type="checkbox"/> Design tutorials |
| <input type="checkbox"/> Behind the scenes | |

PRIORITY MOTION AND VIDEO ASSETS

MODULE 05

Distribution channels

Choose where the brand will educate customers, create demand, capture interest, and continue the relationship.

WHERE WILL YOU TELL THE CUSTOMER ABOUT THE BRAND?

- | | |
|---|--|
| <input type="checkbox"/> Search engines | <input type="checkbox"/> X |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Ad networks |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Affiliate sites |
| <input type="checkbox"/> WhatsApp | <input type="checkbox"/> Blogs |
| <input type="checkbox"/> YouTube | <input type="checkbox"/> Email |

Channel decisions

- Which channel will be your primary source of discovery?
- Which channel will capture leads or enquiries?
- Which channel will deepen trust through useful content?
- Which channel will convert attention into a brief, booking, or order?
- Which channel will keep customers engaged after delivery?

YOUR MINIMUM SUSTAINABLE PUBLISHING RHYTHM

MODULE 06

The customer journey

Map the full operating journey, not only the moment of purchase.

01 Identify the customer

Define who needs the offer and how to recognise a qualified prospect.

02 Education

Help the customer understand the problem, the opportunity, and your approach.

03 Servicing

Create a clear, confident experience while the work is being completed.

04 Delivery

Transfer the promised product, result, access, or completed work.

05 Accounting

Handle quotations, invoices, payments, receipts, and financial records.

06 Retaining

Continue creating value so the customer has a reason to stay.

07 Replication

Turn successful work into reusable systems, proof, and repeatable offers.

08 Repeating

Create the next logical purchase, renewal, referral, or engagement.

09 Optimisation

Measure what works and improve each stage of the journey.

THE WEAKEST STAGE IN THE CURRENT JOURNEY

BUSINESS SITES

Conversion funnel

Design the path that helps a customer move from finding the business to paying for the right offer.

QUESTIONS YOUR FUNNEL MUST ANSWER

01 Where does the customer find your business?

02 How will you evaluate payment readiness?

03 What tells you the customer knows enough to make a purchase decision?

04 How does the customer submit a brief?

05 How do customers find what they are looking for?

06 How do you know the customer is ready and able to place an order?

07 How does the customer place an order?

08 How will invoicing and payment collection work?

ESSENTIAL OWNED CONVERSION FUNNELS

Website

Office

OTHER OWNED FUNNEL OR PHYSICAL LOCATION

CONVERSION FUNNEL FUNCTIONS

Make every next step obvious

Each function should have a clear owner, tool, customer message, and completion signal.

01 Learn more information

Owner / tool / completion signal

02 Make a call or book an appointment

Owner / tool / completion signal

03 Submit a brief

Owner / tool / completion signal

04 Receive a quotation

Owner / tool / completion signal

05 Place an order

Owner / tool / completion signal

06 Get an invoice

Owner / tool / completion signal

07 Make payment

Owner / tool / completion signal

08 Receive delivery

Owner / tool / completion signal

THE SINGLE BIGGEST SOURCE OF FRICTION

MODULE 07

Success checklist

Treat completion as a combination of design, business readiness, deployment, and launch.

PROJECT COMPLETION DELIVERABLES

- Design the brand
- Build the business
- Deploy and launch the brand

Design objectives

- Which brand decisions must be completed before production begins?
- Which business systems must be operational before launch?
- Which channels, integrations, and assets must be live on launch day?
- Who owns each deliverable, and what evidence proves it is complete?

LAUNCH DEFINITION OF DONE

FULL BRAND DESIGN CHECKLIST

Brand assets

Create a practical system of assets that keeps the business consistent across identity, communication, sales, and operations.

 Logo Stationery Brand manual Design templates Multi-format asset library Corporate wear and gifts Iconography Invoicing and receipt templates Pattern elements

Asset production decisions

- Which assets are required for launch, and which can follow later?
- Which source files, export formats, and dimensions are required?
- Where will master files, licences, and approved versions be stored?
- Who can approve, update, and distribute the asset library?

TOP THREE BRAND ASSETS TO COMPLETE NEXT

LAUNCH CAMPAIGN CONTENT

Campaign production checklist

Prepare the content required to introduce the brand and the offer across multiple channels and formats.

SOCIAL MEDIA FLYERS

- Resize for all platform dimensions

MOTION GRAPHICS

- Website landing page
- Digital company profile
- YouTube ads
- Explainers
- Animated product catalogue
- Reels and shorts
- Animated GIFs for display banners, icons, and footers

VIDEOS

- YouTube ads
- Project showreels
- Podcast
- Tutorials and demonstrations
- Shorts and reels
- Email flyers
- Blog posts

CAMPAIGN MESSAGES, OFFERS, AND CALLS TO ACTION

CHANNELS AND DEPLOYMENT

Make the business operational

Complete the public channels and infrastructure customers need in order to discover, trust, contact, and pay the business.

BRANDED BUSINESS CHANNELS

- | | |
|--|---|
| <input type="checkbox"/> Website | <input type="checkbox"/> X account |
| <input type="checkbox"/> LinkedIn profile | <input type="checkbox"/> YouTube channel |
| <input type="checkbox"/> Facebook page | <input type="checkbox"/> Apple Podcasts channel |
| <input type="checkbox"/> Instagram account | <input type="checkbox"/> Digital magazine |
| <input type="checkbox"/> Truth Social | |

DEPLOYMENT

- | | |
|--|--|
| <input type="checkbox"/> Domain registration and integration | <input type="checkbox"/> Banking accounts |
| <input type="checkbox"/> Business emails | <input type="checkbox"/> Payment gateway setup and integration |

OWNERS, CREDENTIALS, RENEWAL DATES, AND INTEGRATION NOTES

BRAND MANUAL - BUSINESS ASSET LIBRARY

Build the reusable library

Organise the master assets so the work can be reused as a portfolio item, template, product, campaign, course resource, or service system.

Logo asset files

Master, print, web, social, monochrome, and icon variations.

STORAGE LOCATION / OWNER

Brand fonts

Licensed font files, web fonts, fallbacks, and usage notes.

STORAGE LOCATION / OWNER

Brand colour guides

Primary, secondary, digital, print, and accessibility values.

STORAGE LOCATION / OWNER

Image library

Original photography, licensed images, campaign images, and metadata.

STORAGE LOCATION / OWNER

Video library

Raw footage, masters, platform exports, captions, and thumbnails.

STORAGE LOCATION / OWNER

Sound library

Music, voice, effects, usage rights, and final audio exports.

STORAGE LOCATION / OWNER

LIBRARY GOVERNANCE AND UPDATE PROCESS
