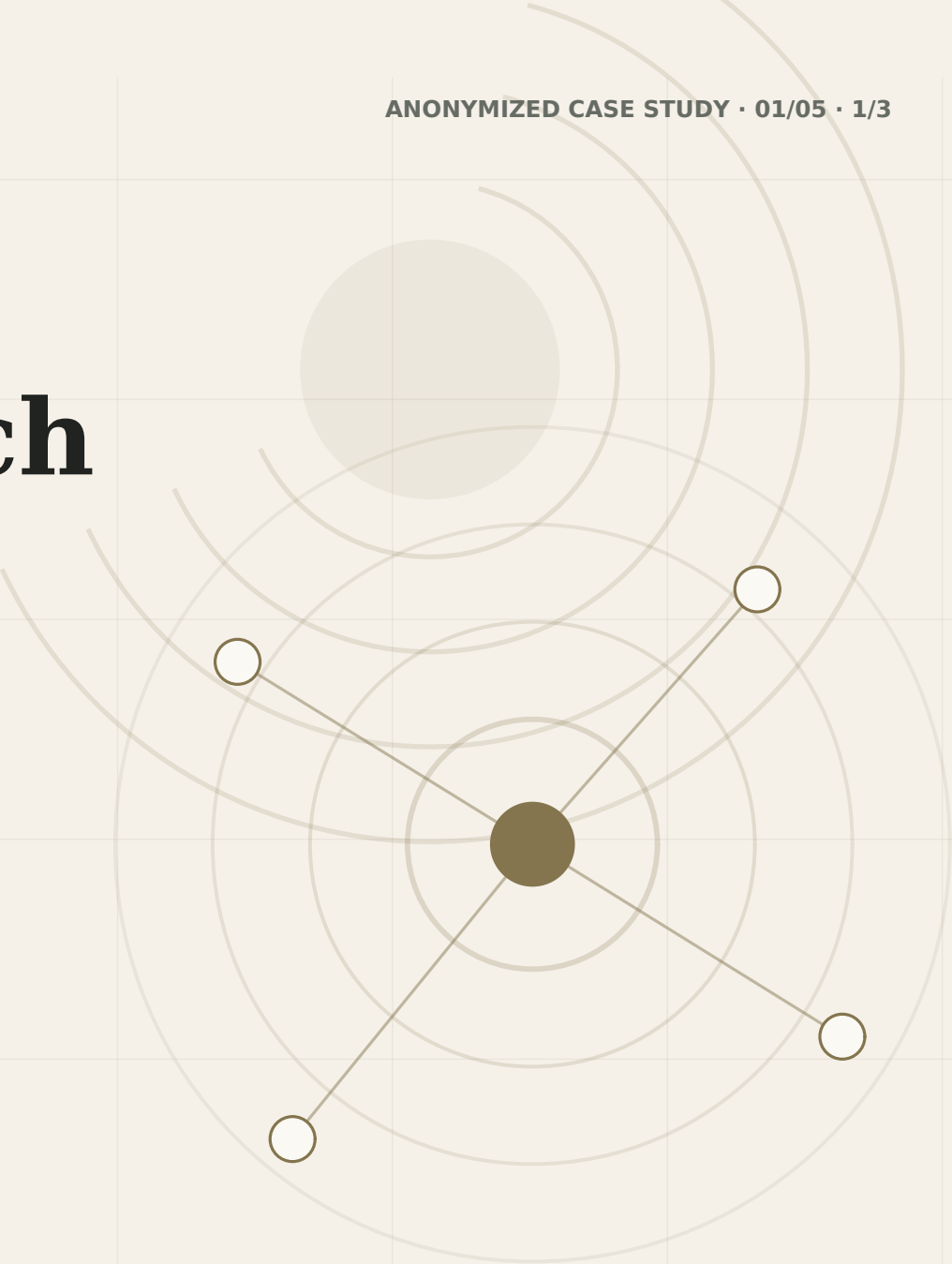


# 0-to-1 Brand & Launch System for a U.S. Wellness Startup

Anonymous client · U.S.-market wellness startup · Pre-launch

ROLE Brand Strategy Director · Positioning, GTM & launch operations



**0→1**

BRAND SYSTEM

**3**

BRAND-TEAM MEMBERS

**3/7/14/30**

DAY JOURNEY

**6+**

CHANNELS SEQUENCED

# From ambiguity to an executable system

## THE CHALLENGE

A lean startup needed to move from scattered product, website, content, and channel work to a credible launch system. Budget and headcount were shrinking, ownership was blurred, and customer education had not yet been connected to launch priorities.

## DESIGN PRINCIPLE

Make launch decisions explicit before adding more activity.

### 01 Clarify the promise

Structured the positioning, value story, usage narrative, and trust-building proof points.

### 02 Design the journey

Mapped a 3/7/14/30-day onboarding, tracking, review, FAQ, safety, and support experience.

### 03 Reset GTM priorities

Diagnosed bottlenecks and sequenced DTC, SEO/blog, KOL, TikTok Shop, social, and team-performance work.

### 04 Build the operating system

Centralized copy, decks, site architecture, templates, SOPs, owners, issue routing, and progress tracking.

## SELECTED DELIVERABLES

Positioning architecture

Bilingual messaging

Customer journey

Education guide

GTM roadmap

SOP library

# Outcomes, proof, and reusable method

The work created a decision-ready brand and launch system across content, design, web, and channels - without overstating a launch that had not yet occurred.

## ONE

### SHARED LAUNCH LOGIC

A single strategic spine connected the promise, customer journey, content, and channel priorities.

## CLEAR

### OWNERSHIP

A three-person team gained defined workstreams, issue routes, and delivery expectations.

## REPEATABLE

### DELIVERY

Reusable templates and SOPs made cross-location work more visible and consistent.

### WHAT THIS PROVES

- Turns an ambiguous pre-launch brief into concrete decisions.
- Balances strategy with practical operating detail.
- Prioritizes honestly under budget and headcount constraints.

### REUSABLE TOOLKIT

Narrative map

Journey map

Priority matrix

RACI-style ownership

Issue log

SOP templates