

## Brand Crafters – Website Content for Each Tab

### Home

Hero Tagline: Where Real Talent Goes Viral. From Small Towns to Big Brands.

- Movement, not a scheme: Introduce Brand Crafters as a community-first platform that celebrates creativity and empowers young people from Tier-2 and Tier-3 cities. Emphasise that skills matter more than follower counts.
- Invite them on a journey: Briefly describe the Creator Journey—sign up, join a workshop, become a Creator Advocate, enter contests, build your brand—highlighting that everyone starts somewhere and your platform makes it possible.
- Call-to-Action buttons: Start Your Creator Journey, Learn About Our Workshop, and Season 1 Contest.
- Real Stories: Feature rotating shout-outs with photos of up-and-coming creators from small towns who have gained visibility and opportunities through Brand Crafters.
- Community & Virality: Promote weekly Creator Shout-Outs, user-generated content challenges and upcoming live collabs.

### About

- Mission: Explain that Brand Crafters empowers Gen Z creators to monetise their skills without obsessing over follower counts, degrees or connections.
- Our Story: Share how Embassy of Education and Heartwarming Heroes came together to build a movement for young creatives. Mention the co-creation and why it matters for credibility.
- Values: Empowerment over extraction; Meritocracy—portfolio over popularity; Community impact.
- Storytelling: Commit to highlighting success stories and behind-the-scenes journeys, making early community members the heroes.

### How It Works

1. Sign up & create your profile – It's free and quick. Upload your work to showcase your talent.
2. Future-Proofing Workshop (optional) – A ₹399 workshop teaching digital creation, business basics and monetisation; emphasise that it's an investment in their career.
3. Become a Creator Advocate – Generate a personal code, invite friends and earn rewards; your workshop fee is refunded when friends join.
4. Enter Season 1 Contest – Purchase the ₹5,999 pass to compete in Creator Carnival or similar names; judging is based on your portfolio, not popularity.
5. Track your journey – Dashboards show your referrals, workshop progress, contest milestones, badges and leaderboards.
6. Cash out and grow – Earn from any paid products you promote through Razorpay and continue advancing through new seasons and contests.

### Creator Advocate Programme

- Scholarship model: When a creator you invite buys a workshop or contest pass, you get credit towards reimbursing your own fee.
- Tiered rewards: More referrals unlock cash bonuses, profile boosts, free contest entries or even mentorship with influencers.
- Community builders: Advocates are champions of the movement, helping bring more talent into the fold.
- Transparent dashboards: Real-time tracking shows how many people you've brought in and how close you are to your next reward.

### Future-Proofing Workshop

- What it is: A live, hands-on workshop for ₹399 covering content creation, legal basics, business skills and monetisation strategies.
- Why it matters: Position it as “future-proofing” a creative career—skills that

will pay off long after the session ends.

- Investment vs. value: Show a comparison chart of similar workshops costing much more. Emphasise that proactive referrals can reduce or eliminate the cost.
- How to join: Register, pay the fee, attend the session, and start applying what you learn right away. Highlight upcoming dates and early-bird bonuses.

### Season 1 Contest

- Concept: A national talent hunt ("Creator Carnival: India's Top 500" or "CreatorVerse") with a ₹5,999 pass.
- Judging: AI ensures objective scoring while celebrity judges add mentorship and star power.
- Inclusive entry: Top workshop performers or winners of social media challenges may receive discounts or free passes.
- Portfolio-based evaluation: Selection is based on creative quality, not current popularity.
- Rewards: Media coverage, brand collaborations, and placement in the "Creator Hall of Fame."
- Urgency: Use FOMO language—"Be part of India's first wave of NEXTGEN creators."

### Community & Social

- Creator Shout-Outs: Weekly posts spotlighting micro- and nano-influencers with diverse voices and backgrounds.
- UGC contests: Regular challenges like "Show Your Inner Creator" with swag or small cash prizes.
- Collaborative Reels & Q&A: Pair established influencers with newcomers in live sessions for skill-sharing and community bonding.
- Myth-busting content: Carousel posts debunking misconceptions about the creator economy ("No degree? No problem!").
- Roadmap reveals: Announce workshops, contest dates and new seasons as exciting "unlockable" stages.
- PR stunt & Creator Hunt: Encourage public nominations for hidden talent from small towns and schools.

### Pricing & ROI

- Transparent pricing: Clearly list the ₹399 workshop and ₹5,999 contest pass with a value breakdown—education, mentorship, media exposure and brand connections.
- Comparison table: Show how Brand Crafters' pricing is lower than similar programmes.
- Scholarship model: Remind users that referrals can pay their way.
- Money-back impact: Highlight that the investment supports community growth and offers long-term benefits.

### Dashboards & User Experience

- Creator Dashboard: Visualise portfolio uploads, analytics on views and engagement, workshop progress, referral status and contest milestones.
- Advocate Dashboard: Show referral counts, refunded amounts and tier status, plus shareable badges and certificates.
- Contest Dashboard: Provide deadlines, judging stages and feedback; encourage participants with milestone trackers.
- Payment Dashboard: Maintain Razorpay integration for any sales or prize payouts and emphasise that finances are secondary to community growth.

### Contact

- Friendly intro inviting questions and conversation.
- Provide email, phone number, WhatsApp link and a simple form.
- Mention that Brand Crafters operates online but is headquartered in Gujarat, with support available Monday-Saturday.

- Invite Creator Hunt nominations.