

Marketing & Branding with Wade Breitzke



“The future is bright.”

- Wade Breitzke
Entrepreneur

ANSWER-SPECIFIC QUESTIONS



Answer the following questions based on what you learned from the video. Be as specific as possible.

1 BRAND IDENTITY

How did Wade define WeCreate’s brand and what steps did he take to shape to its identity and voice?

2 STORYTELLING IN BRANDING

How did Wade stand out to position WeCreate amongst the competition?

▶ Hint: Think about how stories can create emotional connections.

3 CUSTOMER ACQUISITION

What strategies did Wade use to land his first 10 to 100 customers? How did he scale his growth to achieve that?

▶ Hint: Consider the role of storytelling, positioning, or specific marketing techniques.

4 FOUR FOCUSES

Who are the 4 groups Wade said you should focus on as a young entrepreneur?

▶ Hint: Consider digital marketing trends or tools.

DISCUSSION-BASED QUESTIONS



Reflect on your personal thoughts and write your answers below.

1 PERSONAL CONNECTION

What resonated most with you from Wade’s story or advice? Why?

2 BIGGEST TAKEAWAY

What’s your biggest takeaway from this video about branding or marketing?

3 APPLYING LESSONS

If you were starting your own business, what branding or marketing strategy would you use first? Why?

4 INSPIRATION

Wade shared his journey of building WeCreate Media. How does his story inspire you to think about your own future career or entrepreneurial goals?

! Use your creativity to complete the following activity.

1 CREATE YOUR BRAND

Wade got his start in entrepreneurship with a DJ and entertainment business. Imagine you're starting your own entertainment business.

What is your business name?

How would you position your business stand out in the market place?

Describe your brand's identity in 3 words.

Who is your target audience?

2 STORYTELLING EXERCISE

Write a short story (3-5 sentences) that you would use to connect with your audience and promote your brand.



GREAT WORK!

You're one step closer to thinking like an entrepreneur. Keep exploring, learning, and dreaming big!