



Marketing Passport®

*Your complete marketing
foundation, organised in one place.*

Foundations » Strategy » Execution Readiness

Table of Contents



| | |
|--|----|
| <u>Business Basics</u> | 03 |
| <u>Mission, Vision, and Values</u> | 04 |
| <u>Products and Services</u> | 05 |
| <u>Audience and Customers</u> | 06 |
| <u>Competitors and Differentiators</u> | 07 |
| <u>Brand Positioning and Messaging</u> | 08 |
| <u>Brand Story</u> | 09 |
| <u>Brand Personality and Voice</u> | 10 |
| <u>Brand Style Guide</u> | 11 |
| <u>Website and Infrastructure</u> | 12 |
| <u>Marketing Channels</u> | 12 |
| <u>Marketing Assets</u> | 13 |
| <u>Keywords and SEO Focus</u> | 13 |
| <u>Goals and Success Metrics</u> | 14 |
| <u>Budget and Decision Making</u> | 15 |
| <u>Compliance and Permissions</u> | 15 |



CLIENT INFORMATION

1. BUSINESS BASICS

| | | | |
|---|---|-------------------------|-----------------------|
| Full Name: | By Accident | | |
| Website Address: | https://www.byaccident.com.au/ | | |
| Business Stage: (Idea/ Growing/ Established) | Not Provided | Primary Contact: | Eva Sifis |
| | | Country: | Australia |
| Phone Number: | 0403 766 966 | Email Address: | eva@byaccident.com.au |

Which industry best describes your primary business?

Consulting, Training and Facilitation (Neurodiversity, Brain Injury, Lived Experience, Trauma-informed Practice), Mentoring.

How does your business primarily operate?

Hybrid model combining in-person workshops, facilitated group programs, and online delivery. Services are both appointment-based and program-based, with structured series and one-off engagements.

Where do you currently serve customers?

Primarily Melbourne-based with services delivered across Victoria, and expanding to Australia-wide through online programs and partnerships.

If you have a physical presence, where is it located?

Based in Melbourne, with programs and workshops delivered at partner venues, community spaces, and client sites.

Which location matters most for your growth right now?

Melbourne and wider Victoria for in-person program growth, alongside expansion Australia-wide through online delivery and in-person if requested.

2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

By Accident helps people living with trauma, brain injury, and major life disruption rebuild identity, connection, and confidence through lived-experience workshops, facilitated conversations, and trauma-informed peer support.

Vision (what success looks like in the future?)

To create a more inclusive and trauma-aware community where people impacted by brain injury and trauma feel seen, understood, and empowered to build a meaningful future beyond survival.

Core values (3-5 guiding principles)

- **Lived Experience First** — We lead with authenticity, honesty, and real-world understanding.
- **Human Connection** — We create safe spaces where people feel heard, valued, and less alone.
- **Trauma-Informed Practice** — We approach every interaction with empathy, respect, and emotional safety.
- **Growth Through Adversity** — We believe people can rebuild identity, purpose, and confidence after life-changing experiences.
- **Inclusion & Advocacy** — We challenge stigma and advocate for greater understanding of neurodiversity, trauma, and invisible disability.

3.PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

List of core products/services.

By Accident delivers trauma-informed workshops, facilitated peer conversations, lived-experience presentations, and community-based programs focused on brain injury, trauma, identity rebuilding, and neurodiversity awareness. Services include workshop series, speaking engagements, support groups, community events, advocacy projects, and collaborative programs with health, disability, and community organisations.

Outcomes: the results your customers get.

Participants gain connection, validation, confidence, and practical tools to navigate life after trauma or brain injury. Programs help people reduce isolation, rebuild identity, strengthen communication, and develop a sense of purpose and belonging. Organisations gain greater understanding of trauma-informed practice, lived experience perspectives, and inclusive community engagement.

Outcomes: the results your customers get.

Pricing is structured across workshops, speaking engagements, group programs, and consulting collaborations. Revenue is generated through ticketed events, funded community programs, organisational partnerships, grants, and facilitation fees. Flexible pricing allows services to be adapted for individuals, community organisations, and funded programs.

Hero Offer: the offer that drives most of your revenue.

The core revenue-driving offer is the By Accident workshop series – facilitated trauma-informed group conversations led through lived experience, helping people impacted by trauma and brain injury reconnect with themselves and others in a safe and supportive environment.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

By Accident serves adults living with brain injury, trauma, or other life-changing experiences who are seeking connection, understanding, and practical ways to rebuild identity and confidence. It also serves organisations wanting authentic lived-experience education and trauma-informed engagement.

Customer segments (if you serve more than one type of customer).

Primary customers are people with acquired brain injury, disability, trauma, and their families or carers. Secondary customers include health services, disability providers, community organisations, government agencies, educators, and employers seeking workshops, presentations, or community programs.

Customer Problems: the challenges they face.

Individuals often experience isolation, loss of identity, reduced confidence, stigma, and difficulty finding meaningful peer support. Organisations may struggle to deliver authentic lived-experience engagement, improve inclusion, or build trauma-informed knowledge within their teams and communities.

Why do customers choose you?

People choose By Accident because it combines lived experience with professional facilitation in a safe, respectful, and practical way. Programs are authentic, trauma-informed, and focused on creating genuine connection rather than simply sharing information. Participants leave feeling understood, empowered, and better equipped to move forward, while organisations gain credible insights that strengthen inclusion and community outcomes.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors: businesses offering similar products or services.

By Accident shares the market with disability peer support organisations, brain injury support services, trauma-informed facilitators, motivational speakers, and community wellbeing providers offering workshops and lived-experience programs.

Indirect Competitors: alternatives your customers might choose instead.

Customers may instead choose counselling or psychology services, rehabilitation programs, online support groups, self-help resources, coaching, community health programs, or choose not to seek support because they feel misunderstood or isolated.

Hidden Competitors: the real battle.

Not Provided

Your Edge: what you do differently and why customers choose you.

By Accident is led by authentic lived experience of brain injury spanning more than 25 years, combined with professional facilitation, public speaking, and community engagement. Rather than focusing on diagnosis or clinical treatment, the business creates safe, trauma-informed spaces where people reconnect with identity, purpose, and each other. Programs are built on genuine peer connection, practical conversations, and hope grounded in real experience. This combination of lived expertise, neurodiversity advocacy, and community-building provides a level of authenticity and trust that is difficult for traditional service providers to replicate.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

By Accident helps people affected by brain injury and trauma rebuild identity, confidence, and connection through lived experience, trauma-informed workshops, and authentic peer support.

Short pitch / 7-second explanation.

We help people move beyond survival after brain injury and trauma by creating safe spaces for connection, growth, and hope through lived experience.

Hooks/Taglines: memorable lines that spark interest.

- Life changed by accident. Growth happens by choice.
- Real conversations. Real connection. Real recovery.
- Where lived experience becomes lasting change.
- Rebuilding identity through connection.
- Turning lived experience into hope for others

Tone of Voice: choose the style that fits your brand.

The By Accident brand voice is authentic, compassionate, hopeful, and empowering. It speaks with honesty rather than hype, using plain language that is warm, respectful, and inclusive. Every message is grounded in lived experience, trauma-informed practice, and practical encouragement, inspiring confidence while avoiding clinical jargon or unrealistic promises.

7. BRAND STORY

(EMOTIONAL CONTEXT)

Who is your ideal customer?

The Hero: Our customers are people whose lives have been changed by brain injury, trauma, or other significant life events. They want to reconnect with themselves, build meaningful relationships, and find hope beyond simply getting through each day.

What are they struggling with?

Many feel isolated, misunderstood, and disconnected from the person they once were. They often struggle with confidence, identity, stigma, and finding support from people who genuinely understand their experience. Organisations also seek better ways to engage with lived experience and create more inclusive, trauma-informed communities.

How does your brand help?

By Accident provides a safe, supportive environment where lived experience becomes a source of strength rather than limitation. Through workshops, peer conversations, presentations, and community programs, we help people feel heard, valued, and equipped to move forward while helping organisations better understand and support those they serve.

What does life look like after success?

People leave with renewed confidence, stronger connections, and a clearer sense of identity and purpose. They realise they are not alone, discover practical ways to move forward, and become part of a community that values resilience, inclusion, and hope. Organisations build greater empathy, stronger engagement, and more inclusive practices that create lasting positive change.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

Brand personality traits.

By Accident has a grounded, human, and compassionate personality shaped by lived experience. It is authentic rather than polished, hopeful without being unrealistic, and respectful in how it speaks about trauma, disability, and recovery. It is inclusive, calm, and steady, creating a sense of safety and trust for people who may feel overwhelmed or disconnected.

Voice Guidelines: the do's and don'ts that keep your communication consistent.

The brand voice should always be clear, simple, and human. It should prioritise understanding over complexity, using plain language rather than jargon or clinical phrasing. It should acknowledge lived experience with respect and never sensationalise trauma or make exaggerated promises. Communication should feel warm and steady, never rushed or overly promotional. It should avoid motivational clichés, corporate language, or anything that minimises the seriousness of lived experience. Instead, it should focus on validation, connection, and practical hope grounded in reality.

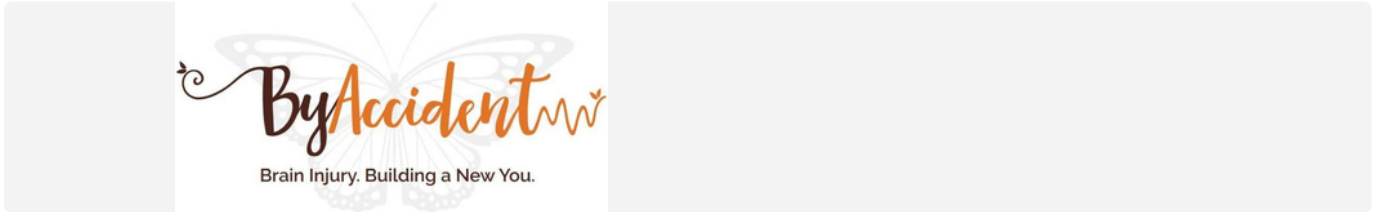
One-Word Descriptor: the single word that captures your brand's essence.

Grounded

9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].

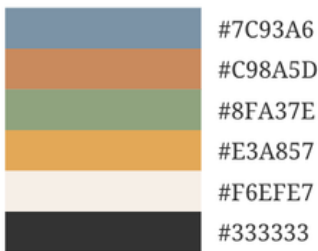


Brand colours (locked palette):

By Accident — Primary (from logo)



Suggested Supporting Palette (from style-guide direction)



Fonts / typography.

Typography should prioritise clarity and accessibility. Sans-serif fonts with strong readability are preferred, reflecting a modern but human tone. Headlines should feel calm and confident, while body text remains simple, spacious, and easy to read for audiences who may experience cognitive fatigue or sensory overwhelm.

Visual preferences.

The overall visual direction should feel real, human, and unpolished in a purposeful way. Imagery should focus on authentic people, connection, and lived experience rather than staged or overly polished stock photography. Design should use generous white space, soft edges, and calming layouts to reduce cognitive load. The visual identity should support emotional safety, inclusion, and clarity, ensuring accessibility is central rather than an afterthought.

10. WEBSITE & INFRASTRUCTURE

SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress Webflow Shopify Other _____

Where is your Domain or DNS hosted?

- Cloudflare GoDaddy Namecheap Via domain registrar's control panel

Do you have full website access or not?

- Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

By Accident currently operates through a small number of core channels focused on connection and lived experience visibility. These typically include a website presence built on WordPress, direct outreach and partnerships with community and disability organisations, and in-person or facilitated workshop delivery. Communication is likely supported by word-of-mouth referrals and relationship-based networking within health, disability, and community sectors.

Channels you want to use next.

Future growth can expand into content-led channels such as consistent blog articles and SEO-focused storytelling on the WordPress site, email newsletters to build an engaged community, and social media platforms that support education and awareness (such as LinkedIn for organisational partnerships and Instagram or Facebook for community storytelling). Podcast guest appearances, webinars, and video-based storytelling could also strengthen visibility and trust by showcasing lived experience in accessible formats.

Paid vs organic mix (if any).

At this stage, the strongest approach is organic-first growth, focused on storytelling, partnerships, and consistent content that builds trust over time. Paid marketing can be introduced later in a targeted way, primarily to promote specific workshops, events, or community programs rather than broad brand awareness. A balanced approach would prioritise organic content and relationship-building, with small, strategic paid campaigns used to amplify proven offers and reach specific audiences such as organisations, carers, or support services.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

Ready to use

Not Provided – this stocktake (logo files, photos, videos, testimonials, case studies, written content) was not completed in the source questionnaire and should be filled in before scaling marketing production.

Needs updating & organising.

Not Provided

To be created.

Not Provided

Current priority.

Not Provided

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

Not Provided

Primary keywords/themes (the search terms and themes your ideal customers actually use)

Not Provided

Content focus & SEO principles.

Not Provided

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

Primary business goal (your main focus for the next 6–12 months).

Over the next 6–12 months, the primary goal for By Accident is to establish a consistent pipeline of paid and funded workshops, speaking engagements, and community programs that build both financial sustainability and wider reach across disability, brain injury, and trauma-informed sectors.

Key outcomes you care about (leads, sales, visibility, etc.).

Success is defined by increased bookings for workshops and speaking engagements, stronger partnerships with organisations in health, disability, education, and community services, and growing visibility of lived-experience programs through consistent referrals and inbound enquiries.

Additional indicators of success include a growing audience for content and storytelling, improved engagement with community networks, and the development of repeat organisational clients who integrate By Accident programs into their ongoing training or support services.

Biggest constraints: what's limiting progress (time, budget, clarity, systems).

The primary constraint is likely capacity and systemisation — balancing delivery of programs with the time required to build consistent marketing, content creation, and partnership development systems.

Secondary constraints may include limited marketing infrastructure, inconsistent lead generation processes, and the need to strengthen scalable systems that turn visibility into repeatable bookings.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

Marketing Budget Range: an approximate amount you're comfortable investing.

For By Accident, the marketing budget is best structured as a modest, phased investment aligned with early-stage growth and program delivery capacity. A realistic approach is a lean budget focused on essential tools, website support, content development, and targeted promotion of workshops and speaking engagements, with flexibility to scale as revenue from programs increases. This may include low-to-moderate ongoing monthly spend for website maintenance, content creation support, and occasional paid promotion of key offerings once they are validated.

Decision-maker

Final decision-making authority sits with you as the founder and lead practitioner of By Accident, including approval of marketing spend, partnerships, and strategic direction. If external collaborators such as developers, designers, or marketing consultants are engaged (for example through Proton Creative or other providers), they act in an executional or advisory capacity, but final approval and budget control remain with you to ensure alignment with mission, tone, and lived-experience integrity.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

All use of testimonials, participant stories, and photography for By Accident must be based on explicit, informed consent. This includes written permission for any identifiable personal stories, images, or quotes used in marketing, workshops, or digital content. Given the sensitive nature of lived experience in brain injury and trauma, additional care is required to ensure consent is ongoing, clearly understood, and can be withdrawn at any time. Where anonymity is preferred, de-identified storytelling should be used to protect privacy while still communicating impact.

Industry Rules: any sector-specific regulations you must follow?

By Accident operates within the broader disability, health, and trauma-informed education space. While it is not a clinical medical provider, communications must still align with ethical standards for disability representation, mental health sensitivity, and trauma-informed practice. Marketing should avoid making clinical claims, guarantees of recovery, or language that could be interpreted as medical advice. Any references to wellbeing, recovery, or improvement should be framed as personal experience rather than guaranteed outcomes. If working with funded programs, community health organisations, or government-linked services, additional compliance requirements around privacy, data handling, and safeguarding may apply depending on the partnership context.

Compliance Risk Summary.

Key risks include misuse of sensitive personal stories without proper consent, overstatement of outcomes, or language that could be interpreted as clinical or medical claims. To ensure safe scaling, all marketing materials should prioritise consent-based storytelling, trauma-informed language, and clear boundaries between lived experience support and formal medical treatment.

