GRIT BLUEPRINT

BUILT BY BUILDING INDUSTRY OPERATORS

WIN MORE OF THE RIGHT BUSINESS.

Grit Blueprint is a growth and media company built by building industry operators. We build websites, shape strategy, build executive brands, and create content that helps companies and leaders be seen, be known, and be chosen. Our team plans, produces, and puts the work to use.



FOUR WAYS TO START

STRATEGY & GROWTH

Decide what needs to change, who you need to reach, and what to do next.

WEBSITES & CONTENT

A website that shows what you do, why it matters, and how to take the next step.

ONGOING CONTENT PACKAGES

Content for your company, your leaders, or both. LinkedIn first, then YouTube, Instagram and Facebook.

EXECUTIVE BRANDING

Make your leaders known for what they know. Pilots start with one to three executives.

PRODUCTION, EVENTS & SPEAKING

Photography & Video Production. Your people, products, plants and projects, on camera.

Podcast & Interview Production. Real conversations turned into clips, posts and pages.

Event Media & Experiences. Interviews and coverage your marketing team uses after the event, with or without Stefanie on camera. Film once, monthly or quarterly: virtually, on location or on the jobsite.

Speaking & Hosting. Stefanie Couch speaks on AI, branding and sales, hosts events, moderates panels and guides executive roundtables.

AI Training & Workshops. Practical training your team can put to work.

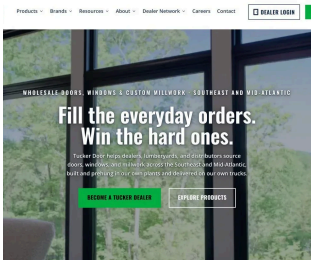
WHO WE SERVE

- Building product manufacturers
- Building material distributors
- Lumberyards and dealers
- Hardware stores and home centers
- Specialty dealers and showrooms
- Contractors and remodelers
- Dealer networks and buying groups
- Associations and industry events
- Industry service providers
- Retailers

Selected clients, partners and organizations: Do it Best, Sierra Pacific Windows, Tucker Door & Trim, National Glass Association, World Millwork Alliance, WDMA, NAWLA, Paradigm, Nation's Best, Lummus Supply, ARAUCO, Cofer Brothers, National Hardware Show, GlassBuild America, True Value.

HOW THE WORK CONNECTS

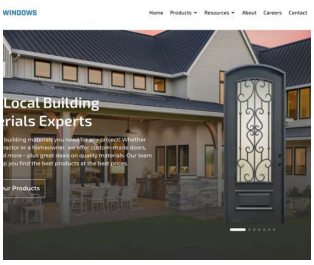
Most clients need more than one thing. Here is how the pieces worked together for two of them. Results are as the client reported them.



TUCKER DOOR & TRIM

STRATEGY + BRAND + WEBSITE + PHOTO & VIDEO + ONGOING CONTENT

NEEDED	PLANNED	CREATED	IN USE	CHANGED
A website as good as the business. The old one ran on stock photos.	Sessions with leadership, sales and customer service. Website and media as one job.	Brand kit, website, plant photos and video, two Behind the Build episodes, new social channels.	Dealers sign up for the Design Portal. Homeowners find a dealer. Content keeps going.	President Phil Odom says people at an industry show noticed Tucker's stronger social presence.



TLC ELITE

STRATEGY + BRAND + WEBSITE + MEDIA + SALES TOOLS + ONGOING PARTNERSHIP

NEEDED	PLANNED	CREATED	IN USE	CHANGED
A brand and website that caught up with the business, and marketing to help drive sales.	Strategy and brand first, then an ongoing partnership as new needs came up.	A new brand and website, media, marketing, sales tools and technology.	The online store became a quote-request catalog in September 2026.	Part owner Bridget Roland says the business has seen a significant increase in traffic and sales.

HOW WORK BEGINS

1. **A conversation.** Book a call or send an inquiry. Our team learns what you want to grow.
2. **A proposal.** It names the work, who does what, the reviews and the investment.
3. **The real story.** Interviews with your leaders and sales team, and visits to your plant, yard or showroom.
4. **You review everything.** Nothing goes out until you approve it.
5. **Strategy with Stefanie.** Stefanie is involved in strategy for every engagement, and interviews typically start with her. Ben Couch leads technology and media. Our team carries the work through production and publishing.
6. **After launch.** We hand off the work, or keep it going with ongoing content and look at what is working.

LET'S TALK ABOUT YOUR BUSINESS.

Book a strategy call

gritblueprint.com/book-a-strategy-call

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