

The background of the entire page is a high-quality photograph of coffee beans. In the upper left, a white ceramic coffee cup is partially visible, tilted slightly. The rest of the frame is filled with a dense layer of dark brown, roasted coffee beans, some of which are in sharp focus while others are blurred in the background, creating a sense of depth.

SEVEN WEEKS
— COFFEE —

Brand Guide

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SEVEN WEEKS

— COFFEE —

Seven Weeks Coffee is a premium coffee company that uses 10% of their profits to support pregnancy care centers.

Business Model

- Seven Weeks Coffee is a direct-to-consumer coffee company focused on e-commerce and subscription services (Seven Weeks Coffee, 2025).
- Coffee bags are sold on the Seven Weeks Coffee website, and with select partnerships with pro-life organizations
- The company donates 10% of every sale to pro-life pregnancy centers
- Provides sustainably sourced coffee using direct trade farmers



SEVEN WEEKS

— COFFEE —

Mission And Values:

- Support pro-life pregnancy centers to save the lives of unborn babies
- Provide the highest quality coffee sourced directly from farmers
- Promote “Godly values” and respond to a Christian calling (Life Over Coffee, 2022).

Products Offered

- Ground Coffee Bags
- Organic Coffee Bags
- Whole Bean Coffee Bags
- Coffee Pods

StoryBrand Principle: Customer (Hero)

Customer Profile



Customer Name: Laurie

Age: 35

Upper Middle Class

- Mom of three children and prioritizes her morning coffee
- Has a strong Christian faith and aligns her purchases with her values
- Desires to become a consistent advocate for pro-life organizations that is firm in her beliefs
- Wants to fuel her body with the best ingredients possible to be a capable wife and mother

StoryBrand Principle: Problem

Laurie's Problem

- Laurie loves her morning coffee, but she is struggling to find a coffee brand that uses ingredients that will not damage her health.

Internal: When Laurie drinks coffee with low-quality ingredients, she feels like she is not stewarding her body well, and she is damaging her health.



StoryBrand Principle: Problem

Laurie's Problem

Philosophical: Laurie should not have to make the choice between drinking coffee and putting her health and personal values on the line

Root Cause of Laurie's Problem: Laurie is always trying to steward her life based off of Christian principles, and she feels as if she is not stewarding her life well when she makes purchases that do not align with her Christian values or support her overall health. Laurie wants to be a good example for her children and be the healthiest version of herself.

Storybrand Principal: Guide

Express Empathy

Brand Statement: “Seven Weeks Coffee knows how much you value stewarding your body well. We let you enjoy your everyday coffee without sacrificing your health or values.”

Authority

- Listing Health Benefits of Coffee
- Show the impact that Seven Weeks Coffee has made on expecting mothers

Taste the difference in every sip:

- **Mold & pesticide free**
- **Organic farming practices**
- **Ultra-low acid**
- **Regenerative farming**
- **Shade grown**
- **3rd party tested**

Mothers have written to Seven Weeks Coffee, grateful for the support.

"When I found out I was pregnant, I didn't know what to do. I was scared, alone, and abortion felt like the only option. But the pregnancy center offered me a free ultrasound—and I saw my baby's heartbeat. That changed everything," one mother wrote to Seven Weeks Coffee after they paid for her ultrasound.” (Seven Weeks Coffee, 2025)



StoryBrand Principle: Plan



Plan: Coffee in Hand Plan

“all effective plans do one of two things: they either clarify how somebody could do business with us, or they remove the sense of risk somebody might have is they are investing in our products or services” (Miller, 2017, p. 87).

StoryBrand Principle: Calls Customer to Action

Direct Call to Action: “Purchase Coffee Now” or
“Purchase Coffee and Save Lives Now”

Transitional Call to Action:

- “Watch our video to see the Impact that Seven Weeks Coffee has on expecting mothers.”
- “Take our free quiz to find your perfect coffee flavor profile”
- “Get 10% off your order by signing up for our email newsletter “



StoryBrand Principle: Avoids Failure

What our Customer could lose by drinking coffee from another brand

- Laurie would be drinking coffee that funds large corporations with selfish motives
- Laurie would not know what the coffee that she was drinking contains, and she would potentially be harming her health.
- Laurie would lose the opportunity to potentially save the life of an unborn child.



Storybrand Principal: Success

- After Purchasing Seven Weeks Coffee Laurie (our customer) can drink coffee that is good for her health and help to save the lives of unborn babies
- Laurie does not have to compromise on her values when she is drinking coffee anymore
- Laurie now wakes up joyful and excited to make her cup of coffee because she knows that she supporting a cause that she is passionate about

BrandScript: Tactics

Magazine Advertisement



- This Advertisement utilizes the “solve a problem” brand tactic to show that you can save a life by purchasing coffee from Seven Weeks Coffee
- When a customer views this advertisement, they will realize that they can help unborn children by purchasing coffee

BrandScript: Tactics

Google Banner Advertisement



- This advertisement includes a direct Call to Action that incentivises the customer to make a purchase

“Google Ads yields valuable information about customer habits and requirements that business owners of previous generations could have only dreamed about.” (Freedman, 2024).

BrandScript: Tactics

Instagram Advertisement



Seven Weeks Coffee is very active on Instagram, so catering an advertisement for the Holidays shows an audience that you can drink Seven Weeks Coffee during every time of year

This advertisement shows that a potential customer would be missing if they don't purchase coffee for the holidays

Adding in a tiny bit of fear incentivizes a customer to take action

Storybrand Brandscript



Summary

The StoryBrand 7 guidelines were used to create a strong brand message for Seven Weeks Coffee

Seven Weeks Coffee strives to provide the best quality coffee and donate 10% of their profits to pro-life organizations

What Was Covered:

- Hero of the Brand (Customer)
- Problem she faced
- Establishing a Guide
- Outlining a plan
- Calling the customer to action
- Helping the customer to avoid failure
- Ending in success

Marketing Tactics

- Magazine Advertisement
- Google Advertisement
- Instagram Advertisement

References

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