



The Brand Rejuvenation

*Treat your brand as you would
a thriving garden*

It's easy for a well-established business to coast for years without an intentional foundation for their brand. That works for a while.

But then you realize there's been a shift in your industry or your services, only how you communicate hasn't kept pace. Or similar businesses have since cropped up and now you don't sound different enough. Maybe you know who you're trying to reach but they don't know you exist.

The truth is, many businesses skip the entire foundation that helps all the other parts flourish.

What *is* the foundation? It's tackling the *why, who, how and what* of your business in a way that is clear and unequivocal. That can be scary and also thrilling, or at the very least a relief.

Deep down you know what you're really about, but you haven't fully committed or put it into words that you and your team can use to engage your audience. Each time you need to do some marketing, you struggle with what to say when there's no foundation to guide you.

Peace of mind is underrated. And so is the confidence in remembering why you came here, what you're meant to do and who you're meant to serve.

With a **Brand Rejuvenation**, the fog lifts, decisions are much easier to make, such as marketing, partnering and purchasing because you're crystal clear on what your unique offering is, why it matters and to whom.

Read on »

What it includes:

- » 2 one-and-a-half-hour sessions via Skype or in person spaced over a 2- to 3-week period. Longer, and we lose valuable momentum and enthusiasm.
 - » Pre-session discovery questions and tools, while I research your business and competition.
 - » Together we review and hone your answers for accuracy, authenticity, difference and strength.
- » A follow-up report captures all our findings, which can be put directly towards a visual rebrand, naming, copywriting and/or website design. You can act on it now or keep it in your back pocket when you're ready for a rebrand.

We can focus on:

- » Identifying your key attributes — a set of descriptive words unique to your business that will define your brand in many ways.
 - » Review your current brand and discuss challenges and opportunities.
 - » Discuss your visual brand identity direction.
 - » Capture what your signature services are.
- » Form the basis of or possibly craft a positioning statement to shape your story around.
 - » Identify your ideal client types and explore ways to engage them.
 - » Identify who you are competing with for your services.

Investment: \$1500.00

How it works

Click “Book” below and pay via PayPal, I will follow up with a questionnaire and we'll get you on the calendar.

Within about a week of our second session, you'll receive a report that captures our discovery and refinements, and includes observations and recommendations for moving forward.

BOOK »
a Brand Rejuvenation