

BOTOX FOR YOUR REBRAND.

AKA: A super quick fix on how to inject life into your wrinkled, saggy brand.



Beauty is only skin deep, but ugly (branding) goes clean to the bone.

Have ever looked at an ageing actress (or actor) and wonder how the hell they look 20 when they're 50? I have. It's always followed by the thought of 'Damn, those plastic surgeons in Hollywood must make a mint'.

Botox isn't for everyone. But it seems like it's for everyone in Hollywood. It's the industry so it seems. And you're most likely wondering, **"What the heck does this have to do with rebranding?"**

A few things actually.

Rebranding, or branding in general, is all about perception. How you and your business want to be perceived. In Hollywood, everyone wants to be perceived as young, beautiful and glamorous. So falling short of actually taking a youth-inducing serum that actually works (if you're working on it, please send samples our way), they use botox to inject life back into their face. They hire personal trainers and dietitians to get fit and healthy. They visit spas, manicurists, raw juice bars, high-end fashion labels all with the intention of creating the perception of beautiful and successful. They do all these things to inject life into their personal brand. You can almost call it a 'personal rebrand'.

And that's why brands and businesses rebrand: to inject life back into their business.

They want to be attractive again. They want to be seen as trendy, cool, the place to be. They want to wow their customers and attract a whole lot more.

Raise your hand if your brand feels bland? Holler if you censor yourself? Clap if you feel your invisible?

There's a lot of noise in the online world, and you just added to it.

But there's a way to be seen and heard despite this noise. It's all about the brand - and in your case, it's going to be how you rebrand. This little pocket rocket guide is to show you which wrinkles need some botox-loving. Or in layman speak, what comprises a brand and what you should totally do about it. Especially if you're serious about making it big in Hollywood business.

Pour a glass, **listen up.**

Do you know what the main purpose of a brand is? It's to build a connection with your customer.

Keyword here being **CONNECTION.**

And what kick starts the connection? It's resonating with a mutual belief and set of values.

Here's a fact for you: no one wants to buy from faceless corporations anymore. They want to buy from real people. Real people with real values and real meaning.

As Carolyn Tate of Conscious Marketing fame puts it, we've moved on from the 'industrial age' and entering the 'human age'. What a dream of an age to be in. Your brand needs to convey a strong set of values. Heck, it needs to make a big, bold statement that compels people to act. When preparing for your rebrand, reconnect with these values and explore how to share this with your audience in new, innovative ways.



INJECT... a manifesto for your brand. Use words that convey meaning and substance and deliver it in such a way that it hits home with your audience.

If the shoe fits...

The reality is that a lot of small business owners aren't just opting for a rebrand because they need a facelift. They're most likely changing their name, fine tuning their service, possibly even completely changing their business model. And they all want one thing: **to stand out**.

But there's truth in the ol' business 101 handbook that the hallmark of any great business is a great product.

I'm willing to wager a pair of Tony Bianco's that you are currently going through a process of reviewing your products or services. Fine tuning them perhaps? Great. Because there's no point doing a rebrand if you aren't seriously evaluating the quality of your product or services.

But how do you do this? Your customers have been telling you since day one what they want from you. Have you been listening?



INJECT... a little lot of planning behind the scenes. Beauty starts from the inside, right? Start with these 3 questions:

- ▶ *What problem do you solve?*
- ▶ *Who do you solve it for?*
- ▶ *What makes your and your product different from everybody else?*

What's hiding beneath the makeup?

Imagine it's 2am on a Saturday morning.

You just got home. The mascara has run, the shoes kicked off, the knees bleeding from that spectacular tumble on the d-floor (you totally owned it). The layers come off: Who do you see in the mirror?

Surely it's not the prettiest sight (we've all been there). But how did you respond? Did you laugh at yourself? Take no notice? Turn on the shower in attempt to make yourself look half-human again? It's this behaviour - the core of your personality - that is the most compelling of all. Yes you may have made a great impression when you dressed up, but it's not until we discover who you really are underneath it all that we think, 'I might just like this human.'

That's what a brand is when you take away the glitz and glamour (a.k.a the design). The 'person' beneath it is the most interesting aspect and the one we want to come back to. Your brand's personality is what keeps us coming back for more. We want to see what our old friend (i.e. you) is doing.

What kind of person is your brand? If you stripped your brand bare, what would it be, blemishes and all?



INJECT... a persona. If you're a one-woman show, this is easy because it's you. If you're a team (or plan on building up to a team), you may need to consider creating a persona for your brand. Ask yourself this: how do you want your business to be perceived by the world?

Read my lips

Ever landed on a website and thought, '**Boring.**'?

You have. Well all have. Many times.

It's got nothing to do with the design. It was boring because it sounded like a professor dictating quantum physics theories with an enthusiasm of a gnat. Yawn.

The voice is one of the strongest elements of a brand. It has the power to grab a hold of you and shake you right to your very core. Are you making moves with your words? Or are you dribbling the same nonsense everyone else in your industry is doing?

Picture your brand telling you a story. How does s/he say it? What words does s/he use? Sarcastic? Witty? Sweet? Compelling? Blunt?

Of course you will change your tone depending on who you talk to. Like, we may be a little more easy-going and jokey with our friends than with our boss, but we would still speak in our voice wouldn't we? You'll find you will do this with your brand. But the core voice is still the same. And it's this voice that turns a passersby into an attentive listener.



INJECT... a stronger voice. Start creating a list of common words used in your industry and put them in the swear jar. Grab a thesaurus and start cultivating a list of fresh new words and sayings to use.

Let's talk about **the facelift.**

Beauty is more than skin deep right? True, but nothing like a little red lip to make an impact. The design or visual representation is the red lipstick of your brand. It's the wow factor - the impressionist. The one that will turn heads and go 'damn girl'.

The design of your brand includes your colour palette, typography, imagery and layout. You can go so many ways about this and our recommendation is to go against the grain. Look at what other people are doing in your industry and do the opposite.

Photography is a big element here. A business needs professional photos of both the team and images that reflect the brand.

You have 7 seconds to make a strong first impression, before your ideal client decides if they should read on or move on. Great photos sell your brand, they show you are willing to invest in your brand, and therefore your client should invest in you.



INJECT... a mood board. Your rebrand may be a total overhaul or a revamp in the design sense. Either way, create a fresh new mood board to reflect your new brand. Share a snap of it and tag @the_rebrand

Strut your stuff.

Once the outfit is on, it's time to show your stuff to the world. In boring business-speak, it's the communication channels you will use to tell the world all about you (hint: it's not really about you). In this slick age, we're talking things like social media, podcasts, video and all the shiny things on the shiniest thing of all: the internet.

It also includes some offline things. Business cards, pamphlets, flyers, stationery and so on. Not to mention packaging - especially if you're in a product-based business.

The design, the voice, the whole brand needs to be consistent across absolutely everything. No stone unturned. Consistency is the keyword here and to ensure your rebrand does what it's supposed to do, ensure you're being consistent in all your communication channels.



INJECT... a content plan. With your new rebrand, how do you plan on sharing great advice before asking for the sale? Choose a platform that best matches your strengths with your customers preferences. For example, if you're an excellent talker, consider starting a podcast.

The hot date

Preparing and unveiling your rebrand isn't as easy as putting on your active wear and meeting your girlfriends over coffee. There's a lot of components and steps and tricks and tools and wine to get through. Especially if we want to make a big BANG.

We figure we can save you some sanity (and a few hangovers) with our new shiny thing, **The Rebrand**. It's like a pack of take home botox-fillers, plus an exclusive pack of Kylie Jenner lip kits (we don't really get the whole hoorah about that but hey, that's a brand that works. Point taken.) What we're trying to say is, The Rebrand is going to be one of a kind - an experience that will surely make your rebrand break the internet.

You're probably wondering who your hot rebrand date is going to be with. Allow us to formally introduce ourselves. We're hoping you'll swipe right and not left:



Monika

Makes love with pictures, not words.



Kate

Makes love with words, not pictures.

A final note...

Call us, maybe? Or email, since we won't answer the phone. Either way, save our details and stay tuned for the opening of

The Rebrand course:

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