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Tell-tale signs it's time for a
REBRAND



By Carol Ann DeSimine
creator of The Sizzle System
of Brand Empowerment

IS IT TIME FOR A REBRAND?



THIS ASSESSMENT CHECKLIST WILL BE THE JUDGE!

ENTER Y FOR 'YES' AND N FOR 'NO':

- 1. Is your marketing message in alignment with what you stand for **NOW**?
- 2. Have your business model and offerings changed significantly?
- 3. Does your tag line or slogan speak to the results you are **NOW** providing?
- 4. Does your "expert title" communicate who you are **NOW**?
- 5. Has your Niche changed?
- 6. Has your Dream Client changed?
- 7. Does your messaging speak directly to the clients you want to attract **NOW**?
- 8. Is your "look" stale and outdated?
- 9. Is your website up to date with who you want to attract?
- 10. Does your lead gen -- your freebie -- speak to the clients you **NOW** want to work with?

BONUS QUESTIONS!

- 11. Has your head shot been updated in the last 3 years?
- 12. Are clients suggesting that they want something new from you?

If you have more "Y's" than "N's", you should take a good, hard look at your brand and see what needs updating and upleveling. Read the tips on the following page to think about what improvements you could make.

A rebrand can be a total re-do or just a matter of tweaking a few things. Remember to start with the inner you and go deep, because your brand is more than just your logo. If you're feeling out of alignment, or have grown out of your business, something's got to change. You may be making 6 or 7 figures now, and your branding needs to catch up with you, especially if you've been DIY-ing it up until now!

1. In essence, your brand is based on your principles and core values, and what you stand for. Our core values don't change, but they evolve in order of importance. The business values at the forefront define what you stand for in your business. The basis of your marketing messaging should reflect this, and if it's changed, your messaging should change to keep you in alignment with who you say you are NOW .
2. Are you offering more coaching, when in the past done-for-you services were your biggest money maker (or vice versa)? Is your income coming from 1:1 clients when it used to come from group programs? Your packages and pricing position you, so your brand may need to catch up with your pricing.
3. A good tag line communicates the benefits, results, or outcome you provide. If you've been in the game for a while this could be different. Changing your tag line is an easy tweak to reflect the problem you solve NOW; changing your business name is a more drastic move that might cause confusion.
4. Your expert title is another way to communicate the outcome you provide. If you've taken trainings or certifications recently you may be an expert in something more than when you first started out; if nothing else, you've advance your expertise.
5. What need to you fill in the marketplace? Your niche is the segment you serve who has the problem you solve. You want to make sure you stay RELEVANT to the people you are now serving.
6. This is a biggie! In many cases, your Dream Client is a version of who you used to be. You've evolved, so your Dream Client has to, and the longer you've been in business the clearer you become on who you DON'T want to work with!
7. Your Dream Client is your ideal buyer avatar. Not everyone in your niche will buy from you, but your Dream Client is ready to. Your messaging should speak to her most pressing issues. If your Dream Client has changed, the issues have changed too.
8. There's no question about it: your visual identity can attract or repel clients. Your look should speak to your most ideal client. High-end clients expect a high-end look. If you're trying to attract women over 40, you want something trending with that age group. Trends in colors, fonts, styles change, so be sure to keep up with those, too.
9. Your website is the heart of your online presence. You have maybe 3 seconds to attract a viewer's attention. You want your visual identity to lure them in, but your messaging should speak to them. This includes your About page, your Who I Work With page, and your Testimonials page.
10. Your irresistible free offer -- a report, ebook or checklist -- will help you to get known for what you do NOW and it will attract warm leads. It should be something your Dream Client needs, so if that's changed, so should your freebie.
11. People want to know what you look like NOW, not 10 years ago. Video is so important and you can't hide the real you, so your photos should match what you look like when you go live. There's nothing wrong with photo retouching, but keep it realistic.
12. Remember when you were the newest next best thing? When people get used to you, they tend to move on to the next shiny bright object. YOU can be that shiny bright object by changing up your messaging, your offerings, providing more value, and so on. Reevaluate. Rethink. Revise. Rebrand!

If you'd like to chat about how I can help you uplevel your brand, schedule a FREE 15-minute brand evaluation session, go here to schedule: <https://my.timetrade.com/book/WFYWQ>

About Carol Ann DeSimine

Carol Ann DeSimine is a branding expert, visibility strategist, and money mindset coach. An entrepreneur since 2006, she rebranded to the Sizzle System in 2014 to make more of an impact by changing to a leveraged business model.

She created her signature program **The Sizzle System of Personal Branding™ (now the Sizzle System of Brand Empowerment™)** and launched it as a group training, that is the basis of her work. Her purpose is to help purpose-driven entrepreneurial women get their gifts out into the world with confidence by helping them create a clearly defined brand so they stand out, stand for themselves, attract more clients, and create a business based on freedom and abundance.



A firm believer that we are always evolving, as is our brand, so we should revisit and revise every 3 years. Do it much sooner than that and you miss out on building familiarity and trust; wait much longer and you become outdated. So, in 2017 she's undergoing a brand "face-lift" to speak to the clients she is now attracting: action-taking, forward-thinking, experienced entrepreneurs, coaches, consultants, holistic practitioners, speakers, authors, and service-based business owners who are already monetizing their gifts but want to kick it up a notch.

Carol Ann holds a master's degree in Public Relations, and a B.A. in Communications. She's a former college professor, an award-winning graphic designer and photographer. She's been a yoga instructor as long as she's been an entrepreneur, and recently she earned advanced certification in Integrated Energy Therapy, so she marries the magical with the practical in her work with her clients. She's always eager to hear how she can help other entrepreneurs with their most burning issues around their brand. To schedule a 15-minute Brand review, go here: <https://my.timetrade.com/book/WFYWQ>.

Become a "tribe" member of the Sizzle to Abundance movement! Go to www.facebook.com/groups/sizzletoabundance, where you'll receive daily inspiration and motivation. It's free and there's no opt in!