

Two sides to your brand:

Brand Foundation: your brand values, target market, personality, voice, mission statement, etc.

Brand Identity: Logo, colors, patterns, fonts, photography, icons, etc

1. Your values and vision aren't reflected

- a. Your brand should actually reflect your values and visions very clearly.
- b. Think about where you want your business to be in 5 years. If your brand doesn't feel aligned with that vision, it's likely time for an update!

2. Your business is headed in a different direction

- a. You could be looking to serve a different market, offer different services, or even expand and pivot your business. If your current brand doesn't reflect the direction of your business, it's likely time for an update!

3. Your brand isn't clearly defined

- a. This applies to both the foundation and the identity that we talked about earlier. If you're fuzzy about your target market, personality, voice, mission statement, it's time to get clear on those!
- b. You also need to have a consistent and cohesive online presence, which goes back to the brand identity. If you're picking fonts and colors based on whatever you feel like that day, it's doing a disservice to your business because it's hard to recognize that it's YOUR business and YOUR brand.

4. You're not reaching your ideal clients

- a. If you're struggling to reach that group of customers that you want to work with, it could be a brand problem!
- b. A common problem I see is business owners who want to charge more and take on less, more aligned clients but their brand doesn't truly reflect the caliber of the experience or their work. Your brand needs to reflect all

of that easily so your potential clients know that you're going to deliver on the experience that you're promising them!

5. You're not standing out from your competitors

- a. I see this happening a lot in really saturated industries (like photographers). When someone is looking for a photographer and every website and brand all feels similar, it can be hard for that potential client to figure out what makes you unique!
- b. Find out what makes you unique and create a brand that brings that to the forefront, and create less confusion for your clients!

6. You cringe a little when you give out your business card or website.

- a. If you're not happy with anything that represents your business, then CHANGE IT. If while you're handing out your business card to your dream client, you feel like you should have a disclaimer attached to it that says "I know this isn't great, but it's all I've got" then it's time for a rebrand. You've put literally hours of work into your business, now let's show all that work off to the world.

Does Your Business Need a Rebrand Quiz:

<https://www.tryinteract.com/share/quiz/617306d3c21af800181f2412>