

ACADEMY OF HANDMADE

A-Z REBRAND WITH HANDCRAFTED HONEYBEE



ONE BUSINESS' JOURNEY

A NOTE FROM ACADEMY OF HANDMADE (AHAS)

This is adapted from a blog series that #ahasmembers Stacia and Robert Guzzo wrote for our blog, documenting their very thorough rebrand journey. We are forever grateful that they have given us such a wealth of information and allowed us to following along with them as their new brand unfolded.

Handcrafted HoneyBee is exactly the kind of member we seek to cultivate in AHAS. They are smart, professional and figuring out how to create a sustainable business. On top of that they love to help their fellow makers with their businesses.

If this sounds like a group you would like to be part of, you can find out more about membership by clicking below or going to academyofhandmade.com/joinus.

MEMBERSHIP INFO

Where to find Handcrafted Honeybee:

Website: <http://www.handcraftedhoneybee.com>

Instagram: [@handcraftedhoneybee](https://www.instagram.com/handcraftedhoneybee)

Youtube: <https://www.youtube.com/c/HandcraftedHoneyBeeTV>

Facebook: <https://www.facebook.com/HandcraftedHoneyBee/>

Twitter: <https://twitter.com/craftyhoneybee>

BUT BABY, I CAN CHANGE: WHY REBRAND?

It was August 2015, and we had wrapped up the most intense period of activity our business had ever seen. We were spent. Emotionally. Physically. Spiritually. *Simply burnt out.*

Over the course of 15 weeks, my wife and I had sold natural skin care products and DIY skincare kits at 10 different craft shows up and down the West Coast—from Renegade to Unique L.A. to Patchwork to Urban Craft Uprising. We had flown out to New York to pitch five major retailers at the Etsy Open Call Event. We had written and spoken and planned and promoted our brand so much that we knew it inside-and-out.

And **none of it was resonating the way we wanted it to.** With more effort and hustle than we had ever done before, we were simply not seeing the results we were hoping for.

So we took stock.

We took our first week off from the business...ever. And even though it was imposed upon us by the crushing burnout that we suffered in August, it was one of the most valuable breaks we have ever taken.

We sat down with a set of guided exercises from my wife's business mentor, the incredibly talented #ahasmember [Lela Barker](#), and took a good long strategic look at our customer.

In addition, we started cataloging the feedback and customer reactions we had received at the craft shows, in emails, or on social media.

- **What were the common reactions the first time a prospective customer looked at our products and marketing?**
- **Who were customer's buying for?**
- **Who was most likely to become a super-fan and repeat buyer?**

What we discovered was a revelation. The customer that we had been targeting **this whole time was decidedly not the customer that we had actually been serving.** Because our understanding of the customer was flawed, the problem that we were solving for that customer was very different from the problem we thought we were solving.

We had envisioned our products as something to help women take greater control of their skin care and the ingredients that goes into it. We saw our ideal customer as someone crafty and artistic looking to dip her toe into a new hobby. We thought that our message of authentic beauty could provide a much-needed alternative to the mainstream message of the beauty industry.

But those weren't the customers we were actually serving.

When we took a close and careful look at our customers, we saw moms, grandmothers, and aunts buying kits as projects for the young girls in their lives. We found women concerned about establishing good healthy habits for their girls. We heard women who were incredibly distressed about the messages their girls receive everyday in the media and looking for an alternative of hope.

Our current brand was failing to resonate with the customer we had targeted, but it was also failing to effectively serve the customer we were actually reaching.

We had a choice to make: **either take a hard look at all aspects of our current brand and fix it to attract our target customer, or go all-in on a ground-up rebrand in order to provide real value to our actual customers.**

It was never a hard choice.

But if we were going to set out on a completely new direction for our brand, we had a whole lot of work to do.

APPLY IT

WHAT ABOUT YOUR BRAND IS CURRENTLY NOT RESONATING WITH YOUR *ACTUAL* CUSTOMERS?

HOW CAN YOU FIND WAYS TO MAKE SURE YOUR CUSTOMER IS ACTUALLY WHO YOU THINK IT IS?

DO YOU NEED TO DO A FULL REBRAND? PRODUCT OVERHAUL? OR MAKE SMALL TWEAKS?

IT TAKES LONGER THAN YOU'D THINK: GETTING A REBRAND RIGHT

Three months.

It took *three months* from the point where we decided to rebrand to the point where we were ready to move forward with a designer.

And we did it all in the midst of running the business, developing new wholesale relationships, preparing for the Christmas rush, and writing daily newsletters to make the most of our participation in a nationwide contest.

There were three things that needed to be in place before we could really say that we had prepared enough for the rebrand:

1. Brand development
2. Market analysis
3. Financial preparation

Now, you may be looking at #1 and wondering: “You had to develop the brand *before* you even talked to the designer? Isn’t that what you hire a designer for?”

But **brand is so much more than the visual style.** It’s more than the logo. It’s more than the website or the product or the blog.

Brand is the heart of the relationship that you want to have with your audience. It's the foundation of your entire business. It's your reputation. It's your WHY.

And that's why a rebrand should *never* be taken lightly.

Failing to fully understanding your brand is probably the single biggest cause of client/designer miscommunication & frustration.

If you don't understand every single aspect of your brand and what makes it tick, how can you take responsibility for content?

If you don't understand how your brand fits into the marketplace and differentiates you, how can you **have a clear idea of the business goals** you want your rebrand to accomplish?

How can you as the client expect the designer to "get" your look, when you have no idea what that look is supposed to communicate?

We asked ourselves some pretty extensive questions about our brand. We worked and reworked them.

At the end of three months, we had a very clear idea of:

- Our customer, her buying habits, her struggles & desires, the kinds of brands already having conversations with her, and **how we can help her live a better life**
- Our brand's differentiator, including product features, product benefits, and emotional benefits
- Our brand's mission, our vision for the future, **the values we wanted to stand for** (both internally and in the marketplace)

- Our brand's **tone of voice**, personality, and style, as well as the kinds of things that we never wanted to be associated with
- The business goals of each and every one of the pages on our website, our product packaging, and our logo

In parallel to all that, we were learning as much as we could about a completely different industry. By shifting our brand to serve girls with educational kits, we were no longer selling a cosmetic product in the same way we had been doing before. *Now we were selling a something that could also be found in high-end toy stores, educational markets, and other entirely new spaces.*

So we learned about a different set of federal regulations, a different set of rules and standards for labeling and packaging, a different set of businesses playing for attention and sales. We bought several kits and products similar to ours, so that we could understand what they were doing well and what we could improve upon.

Finally, we combined our brand and our market analysis to draw up a business plan. That is, we identified **a measurable plan for our brand to make money** based on our understanding of the opportunities and challenges of the marketplace.

Of course, we were eventually going to need to pay for a designer, so while we were working up our plans for the future, we were hustling to bring in cash today.

We landed three major wholesale accounts and tucked away every dollar we earned from that work. We promoted for Christmas and promoted for Hannukah and promoted for Thanksgiving. Anything to bring in the revenue we needed.

By the time we were ready to talk with a designer, we had cash saved up, so that we could focus on the value of our investment rather than worry about the cost of the work.

APPLY IT

WHAT WORK DO YOU NEED TO DO BEFORE YOU ACTUALLY ENGAGE IN A REBRAND?

HOW CAN YOU DO TO RESEARCH AND PREP SO THAT WHEN YOU GO TO A DESIGNER YOU AREN'T WASTING MONEY AND TIME?

HERE ARE SOME IDEAS:

- START A SECRET PINTEREST BOARD WITH IDEAS AND IMAGES YOU LOVE**
- RESEARCH GRAPHIC DESIGNERS AND ASK HOW THEY PRICE**
- EVALUATE YOUR PRODUCTS TO UNDERSTAND WHAT THE BREADTH OF THE DESIGN NEEDS ARE**
- TALK WITH A BRAND EXPERT (NOT NECESSARILY A DESIGNER) TO DETERMINE IF YOU NEED CLARIFICATION OR GUIDANCE WITH HOW TO PROCEED**

MATCHMAKER, MATCHMAKER: FINDING THE DESIGNER

Stacia and I both looked at the quote that we had just received from the designer. It was big. It represented more than we had made in our entire first year of business.

We didn't even think twice. We signed the contract and made the first payment that same day.

About a month prior, we had just finished all of the work I described in the previous section. We had a firm grasp of who we wanted to serve and what we wanted to stand for. We clearly understood the business goals that we wanted to accomplish with a rebrand.

It was time to find a designer.

But how to go about finding one? This is probably one of the biggest questions my wife hears in her mastermind groups when a member is going about trying to find a designer. How do you find one? One thing we didn't do—we didn't google designers.

We relied on word-of-mouth. We reached out to other entrepreneurs within our network of contacts. We asked if any of them had recently worked with a designer or knew someone who had. We got a list of recommendations and narrowed down from there.

After developing that referral list, we checked out each of their websites. We looked at their portfolios. We read their blogs and case studies. We subscribed to their newsletters. If they didn't post any case studies on previous work or didn't have recent

blog content, it didn't matter how good their work looked. We scratched them from the list. Because without them writing about their process, we didn't have enough evidence to suggest that they were capable of solving our problem.

We dissected the case studies to see how they tackled their clients' problems. We read their newsletters closely, to see what they considered valuable information for their audience.

After that, we took another look at their portfolios. We were looking for designers with experience designing for physical products & packaging (not just logos or websites). Also, could they develop a variety of visual styles, or did they stick with a signature look? Ultimately, we wanted confidence that they were focused on providing the best solution rather than just squeezing their clients' needs into their comfort zone.

After all that, we had three leads to pursue. Stacia wrote each of them expressing interest and she filled out their questionnaires to let them know what we were looking to accomplish. Just to recap, our goals were:

- Develop a new logo and visual identity to effectively communicate the new focus of the brand
- Design completely new packaging for all of our products to more effectively convey the value & benefits in a way that would connect with our target customer
- Develop associated brand elements that we could use to attract our target customer in our content marketing
- Design and develop a new website to streamline the customer's online experience, align the online shop with the new visual style of the brand, and appeal to & attract potential customers who find the site
- Position our business to be able to line up 60 wholesale clients before the peak buying season. (The kind of buyers we are considering make their Christmas

purchases in September/October, which means that we would need branding & packaging about 6-9 months prior to that.)

- The Big Goal: We want our kits to be on the shelf of a major national chain like Barnes & Noble by the end of 2017.

One of the three designers took three weeks to write back, but by then we had already made our choice. After we didn't hear back within a week, we crossed them off our list. We knew that we'd need a designer who valued our time as much as we valued theirs.

The second designer on our list spent well over an hour on the phone talking with my wife to flesh out her goals. She asked Stacia a lot of questions, with one notable exception: "What's your budget?" That topic didn't come up until the end, when she had given Stacia a good amount of insight into our perceived market, general thoughts on rebranding, and a thorough description of her own methodology and process. Their entire conversation was focused on the goals of the project and what we could tangibly expect from working with her.

At the end of the call, the designer said, "I know that your target date is to have a rebrand complete and ready to go by Mar/Apr 2016. Unfortunately, my current schedule has me booked until May. I will still work up a quote for you and your husband to consider, but I completely understand if you need to find someone else given your timeline."

Wow! Guess which designer we will give great word-of-mouth recommendations, even though we ultimately didn't end up working with her? Her name is Geri Jewett, the Ontario based designer of [Languid Lion](#). We were so very impressed with her.

The third designer was actually a design firm that we had been watching for a long time, [Aeolidia](#). They specialize in working with small creative makers. We had gained a ton of value from their [blog](#) and newsletters for years (both written by founder Arianne Foulks), and had even run into Arianne at a craft show we did up in Seattle.

It was clear from the start that Aeolidia really understood what we were trying to accomplish. Another plus was that they had an entire team to work with us: a designer, a photographer, a developer, a copy editor, and a project manager to keep everything on track.

They also held to a strict timetable. They guarantee all deliverables within four days of deadline, as long as the client provides all content on schedule.

When they gave us the quote, not only was it broken down into two parts (Brand, Logo & Packaging and Website Redesign), but it also had the entire proposed timeline completely laid out for us, a breakdown of everything we would be receiving, and a breakdown of everything that was not included in the package so we could be absolutely clear what we would have when everything was wrapped up.

The day that Stacia got the quote, she wrote me at work to say, “It’s a lot of money...but it could also be the tipping point. The thing that gets us to the point where we are making a living from this dream. And it’s a really good proposal. We have some talking to do!”

So, there we were, looking through the quote over dinner—the schedule, the deliverables, the team qualifications. By this point in our relationship with Aeolidia, we were completely sold on the value of what they were delivering. We knew that with this rebrand, we could easily double our investment in a year...potentially 4x our investment,

and 10x the year after that if we could honestly be good enough to work with a major wholesale client with national presence.

We had saved up the money, so we knew we could do this without going taking on debt.

We made the decision before dinner was even over.

APPLY IT

LOOK BACK AT HANDCRAFTED HONEYBEE'S LIST OF WHAT THEY WANTED AND WHAT THEY NEED IN DESIGNER. NOW CREATE YOUR OWN.

GO BACK THROUGH NOW AND MARK WHICH ITEMS ARE NON-NEGOTIABLE, WHICH ARE PREFERENCES AND WHICH ARE "NICE TO HAVES".

HOW CONTENT CAN TRANSFORM YOUR BUSINESS

Sean McCabe says, “It all starts with writing.” And after listening to over 200 episodes of his fantastic [seanwes podcast](#), I thought I understood. I thought I got it.

But once we started developing content for our rebrand, I soon realized that **it ALL starts with writing.**

Because if you want to run your business strategically, with focus & purpose, you must write *everything* down first.

But you know? The funniest thing happened.

The more we wrote, the more we fell in love with our new brand! Because the more we wrote, the more we realized just how much of a need there was for what we are creating. **We realized just how much we *wanted* to serve our customers.** And we realized just how much we had to offer them.

THE GOOD NEWS: WRITING CAN GROW YOUR BRAND (AND BUSINESS!)

You may think you’re doing enough writing for your brand, but I’d wager that you aren’t.

Selling on your own online platform? Great! You likely expect that every single page need words written by you.

But what about **automatic email response templates written in your brand voice instead of the default robo-response?**

What about a landing page where you can **articulate the prospective customer's pain points and offer them your solution?**

What about the **content marketing that's going to lead people back to that landing page?**

Planning a photo shoot? Remember that **even though you'll be taking still shots, you are trying to tell a story.** And a story needs a script. You're going to want to plan out everything in writing—the goals you want to achieve, the feelings you want to evoke & the action you want the viewer of that photo to take.

Selling a product? Of course you're planning on writing copy for the description on your website and for the product labels. But have you considered drafting **a script for the unboxing experience you want for your customers?**

How about an on-brand questionnaire for gathering customer testimonials & reviews?

What if you could **write a killer email to follow up with a customer after her purchase** and turn her from a satisfied customer to an ardent brand ambassador?

THE BAD NEWS: YOU'RE ALREADY BEHIND ON YOUR WRITING!

Now, that probably seems like a lot more writing than you expected. But here's the thing: if you want to work with a professional designer on your rebrand, you need to **be**

prepared to do *most* of that writing *before* the designer can effectively start working.

All of our writing for the rebrand can be put into four categories:

1. Logo & Visual Identity
2. Website
3. Content Marketing (*I'll cover this in-depth in a future post*)
4. Customer Relations (*same for this one*)

We had already written a wealth of material even before approaching a designer, in order to solidify our sense of who we are as a brand. This includes:

- Our mission, vision, and core values
- A detailed list of short, medium & long-term business goals
- A 20-page business plan
- An in-depth customer profile
- An outline of our brand differentiator, brand personality & writing style-guide

But now we **needed to get specific** and write down the details of what we wanted a new logo & look to accomplish. And since we sell physical products, we needed to specify each and every component of our products, their dimensions and—most importantly—their role in the customer's overall experience of our brand.

We sell educational kits, so that means that there were a *lot* of kit components that were going to be touched by any changes to the visual identity.

Here's a partial list of the kinds of writing we gave to our designer, just for the logo & visual identity portion of the rebrand:

- Explanation of the reason for the company name and tagline
- Description of the **business goals of our rebrand**
- Packaging & labeling content, including brief product descriptions, kit contents, and “About Us” blurb
- Packaging & labeling content guidelines, as well as relevant government regulations
- **Comprehensive customer profile**, demographic & psychographic
- Detailed script of our ideal **customer unboxing experience**
- Copy for four kit Instructional Activity Booklets
- Backstories for the “HoneyBee Heroines,” a team of fictional girls with Big Dreams & interests in four different career paths

We also did a ton of writing in prep for the website, including:

- An outline of the desired **“buyer’s journey” for visitors to our website**
- Home Page copy that could resonate with our ideal customer
- About Us copy that spoke more to what our customer cared about than a simple bio
- Product & collection descriptions that could **help a prospective customer connect the dots between their story and ours**
- A FAQ that would help put customer concerns at ease
- Policies pages that would reinforce a sense of customer service & satisfaction but also established a sense of fairness in the relationship
- Clearly stated goals for our Hero Shot photos, including emotional goals (how did we want the customer to feel when she saw those shots?)
- **Plans for business growth** and our vision of how future website expansion could facilitate that

All told, it was tens of thousands of words. Some of it required several rounds of revision, as discussions with the design team revealed what we needed to clarify.

IT TAKES A VILLAGE

And at this point, we really started to understand the **benefits of working with a design team.**

I already mentioned our incredible designer, but once we started working on the website, the talents of the rest of the team really began to shine!

We coordinated and refined written copy with the team's copy editor, a professional who truly understood our brand and was able to apply her skills to wordsmith our first drafts.

We worked closely with a professional product photographer to produce the two hero shots on our website. We had written an extensive script of the emotions, reactions & impressions that we wanted our photos to communicate. Because we had written so much, our photographer had everything she needed in order to design, compose & produce two exquisite shots will really resonate.

And all of the activity, deadlines, deliverables & billing was handled by the team's project manager.

TOOLS DO NOT A CRAFTSMAN MAKE...BUT THEY SURE HELP

So how do you coordinate all of this content with a team of professionals that literally span the globe? [Basecamp](#). With Basecamp, we were able to keep track of every conversation, upload & share files with ease and stay on schedule.

There was never any risk of losing a crucial piece of information like there would have been if we had used email to coordinate. At the end of each day, we would receive a digest of any updates or changes in the project. It was a wonderful way to manage a project of this complexity and scope.

And how did Stacia and I keep track of the thousands of different documents, ideas, notes & to-do lists? How did we collaborate so that we were working to write content together? How did we avoid working at cross-purposes?

We used [Evernote](#) for pretty much everything. Over the course of this rebrand, **I went from “Meh...” to “Yeah!” on Evernote**. While it leaves a lot to be desired with respect to configuration management (I hear that the higher priced option does this), it has been a great tool for keeping track of every little detail that went into our work.

APPLY IT

WRITE DOWN *ALL* THE CONTENT YOU WOULD NEED TO REBRAND.

DELIVERING THE GOODS: THE BRAND GUIDE

One of the side benefits of working with a designer from Western Australia is the time difference. Since she was working while we slept, there were often messages waiting for us as soon as we woke up. It was fun, and something that Stacia and I both started to anticipate with excitement.

But the morning that she sent our Brand Identity Guide, we both felt like 6-year-olds at Christmas!

Why were we so excited? These weren't the final hi-res designs (those would come later). So what's so great about a "guide"?

THE POWER OF CONSISTENCY

Every part of your brand tells a story. To be more precise, ***your customers hear a story every time they encounter your brand.*** If you want to successfully sell to those customers, then it's up to you to tell a good story.

There are certain elements to good storytelling: a protagonist, a compelling conflict & a coherent plot line that brings the conflict to a satisfying conclusion.

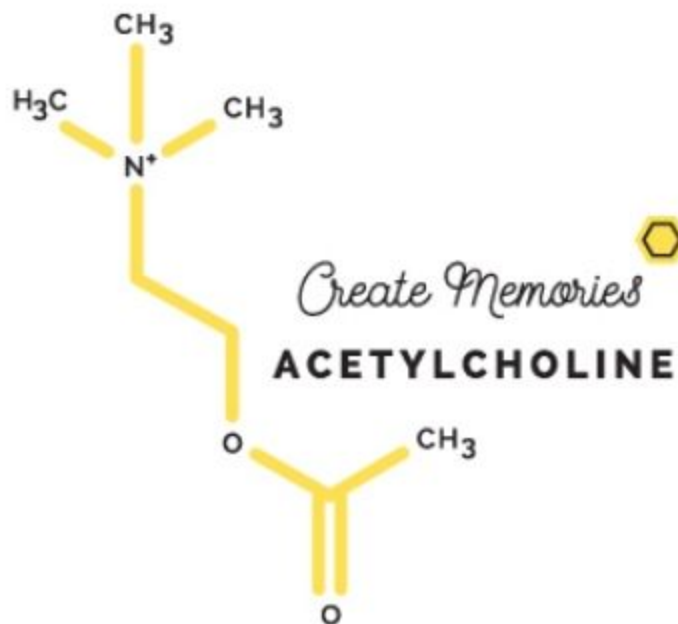
So let me say this again, with emphasis:

Every part of your brand tells a story.

Not just your written words. Not just your website. Not just your logo. Not just your letterhead. *Everything.*

Think of every single element of your brand as a character in the epic story you are trying to tell. And I'm talking about everything from color to text to context. Each of those characters has a different role and purpose, but all of them need to **consistently contribute to the telling of the story.**

The Brand Guide helps to keep it all straight.



THE MOTHER OF ALL DELIVERABLES

You've probably heard it before, but it bears repeating. Design is a tool to help you solve a problem.

So remember the #1 Rule of Being a Good Design Client:

It doesn't matter whether or not you like the way the design looks. It only matters if the design is able to help you achieve your stated goals.

Nobody looks at a hammer and says: "You know, I don't like the way this hammer looks!" As long as the hammer can drive a nail, then you're likely going to use it if you need to nail two boards together.

But brand is a much more complex thing, requiring a much more complex solution. You can expect that the tool is going to be much more complex too.

And complex tools usually come with an owner's manual.

If design is the tool, then **the Brand Guide is the manual** that shows you *how* to use that tool to best effect.

For example, our Brand Identity Guide from [Aeolidia](#) listed:

- logo
- secondary logo (each with two background options)
- brand marks
- color palette
- typography (for both print and web)
- background textures

- graphic elements

Sarah, our designer, also developed several custom illustrations for us to use as “brand extensions” (for stickers, temporary tattoos, etc). Those were covered in the Brand Guide too.

There were “Best Use” guidelines on each page below the designs, to help us to understand how best to employ each one. Those directions helped us to use our design package to solve each problem as it was intended.



We employ our **Brand Guide as *the go-to reference*** whenever we are creating something new for the business: invoices, thank you notes, the color palette of our

Instagram posts...even our production studio has been painted in “on-brand” colors so we can use it for photo & video shoots!

And here’s the craziest thing. Our designer was *surprised* when she saw how much we were actually using it. In a recent correspondence she wrote, “Rarely do my clients take their style guide and really run with it! I think of all my clients, you are only one in a small handful who has.”

Have you ever read a case study for a rebrand and fallen in love with the design, only to go to the company’s site and see that things have changed in seemingly arbitrary ways? *That’s* a client who decided to disregard his Brand Guide. It’s the equivalent of tossing the owner’s manual and using your coffee maker to steam dumplings.

(PS - In case you can't tell from the way I'm gushing about them, we loved everything that Aeolidia did for us...in addition to those designs helping us to achieve our goals!)

TELL ME WHY...WITH A GOOD CASE STUDY

With a coherent, solutions-focused design and a clearly written Brand Guide, we would have been just fine. We had the tools and we knew how to use them.

But Sarah gave us more.

Every deliverable we received from our designer also came with a case study. She explained every design decision in great detail, **providing context and motivation**. She demonstrated to us that she had fully considered each of our business goals. Those explanations gave us confidence that her solution could help us achieve those goals.

And I mean every deliverable. Sarah designed tons of print collateral, packaging, the instruction booklets for our kits, a newsletter template, a series of sticker designs, character illustrations, and so much more.

Each and every one of them came with a detailed explanation of why the design worked for its intended purpose, as well as **how each design element worked in concert with every other design element!**

This was truly game-changing for us.

For one, it showed us that we **had made the right choice by investing in a great designer**. It also fueled our imaginations for follow-up design work with Aeolidia, so much so that we are signing them up for new work even as they continue to deliver on our original project!

But the greatest gift we received from the combination of the Brand Guide and the case studies?

It helped to validate the vision that we had for our brand.

As we received the design deliverables and read the case studies, **it was like seeing our vision brought into being and made tangible**. It helped to sharpen our focus even more and dream even bigger.

APPLY IT

BEFORE YOU EVEN GET A DESIGNER, CREATE A BRAND GUIDE OF YOUR CURRENT BRAND. THIS WILL HELP YOU SEE WHAT'S CONSISTENT AND WHAT ISN'T. WHAT IS WORKING AND WHAT NEEDS TO BE OVERHAULED COMPLETELY.

IT'S WHAT'S OUTSIDE THAT COUNTS: THE PACKAGING

When I was young, my family received a [Whitman's Sampler](#) candy box, and I'll never forget it.

Have you ever had an "assorted chocolate" candy box? When you're a kid, the typical assortment breaks down into 25% awesome, 25% pretty good and 50% blecccchh.

But since everything is covered in chocolate, there's no way for a child to know which is which. **It's a total crap shoot.** Like Forrest Gump says, "You never know what you're gonna get."

But the Whitman's Sampler solved that problem by providing a handy candy map, printed right on the inside cover of the box! With one simple touch, **they transformed a completely random selection into a voyage of discovery.**



I was fascinated. I would carefully consider all of the many possibilities, reading exotic words like “nougat” and “quince” before making my selection. For the first time in my young life, **I was in complete control of my candy destiny**, and it felt good.

And though many years have passed since I have even seen one, I could describe every detail of that Whitman’s Sampler box.

That’s the kind of customer experience we wanted for our brand’s box of goodies.

CRAFTING THE EXPERIENCE FOR TWO DIFFERENT CUSTOMERS

The packaging design project ran concurrently with the development of the logo and visual style. As with any design project, we began with a discussion of goals and content.

Our top goal was **packaging that could speak for itself**. Previously, our products would sell when we were there in person to speak with the customers. But we didn't have packaging that could sell a product on a shelf or on a website.

Our second goal was to **provide a great customer experience** from the moment she saw the box all through the kit creation process. We knew that cohesively branded, well designed packaging could contribute to that goal.

Both of these goals were complicated by the fact that we have two customers, not one. From point of contact onward, we needed to connect with both the buyer (*aka the grown-up*) and the kit creator (*aka the girl*).

We needed the grown-up to feel like we were delivering on the educational content, and the girl to feel like we were delivering on the fun.

Fortunately, because we had spent so much prep time honing in on our brand, we knew just how to blend the educational and fun aspects in a way that was consistent with the brand. And **it all rested on guiding the customer on a journey** with an amazing unboxing experience.

THE CUSTOMER JOURNEY

As part of the content we provided our designer Sarah, we outlined the sequence of feelings we wanted our girls—and the grown-up looking over her shoulder—to experience.

1. Curiosity
2. Anticipation
3. Interest
4. Excitement

5. Delight
6. Fascination
7. Exploration
8. Inspiration
9. Accomplishment

The experience begins from the moment a girl sees the box in a store or on our site. It continues as she pulls off the outer packaging, opens up the box & sees all the goodies and surprises contained inside. As she follows the instructions, she begins to gain confidence, feeling a sense of satisfaction with what she has accomplished.

To be clear, we weren't asking our designer to carry the load all by herself. We knew that **well-planned, well-written copy was crucial** if we wanted to guide a girl through that journey. But design absolutely played its part as well.

ALL THE OTHER PARTS & PIECES

What other content did we need to provide our designer before she could get to work creating killer designs for our packaging? What parameters, constraints & guidelines did she need to produce **effective physical deliverables**?

- Packaging materials, type, size & use
- Label dimensions
- Labeling requirements & regulations including:
 - Primary display panel
 - Volume/weight listing
 - Location/size of UPC barcode
 - Required manufacturer information
 - List of product components requiring labels:
 - Outer box sleeve
 - Box exterior

- Instruction booklet
- Box packing material
- Ingredient containers
- Auxiliary materials (“About the Makers” postcard, stickers, etc)

Oh, by the way...we needed labeling for pre-made skin care products too, with their own rules & regulations for information, placement & proportion!



FROM CONTENT TO DESIGN

Sarah set to work. As you might expect, the packaging design needed to align with the the overall design for the rebrand. We also sent samples of all of our containers, boxes & bags for Sarah to hold in her hands.

And boy did she deliver!

We could tell that her designs would help us accomplish our goals. But just to make sure that everything would resonate with our target customer, we created a test group.

We sent kits to two dozen moms and girls for them to use, enjoy & evaluate. The feedback that we got from both daughters and moms confirmed that we had absolutely hit the mark.

We were all dressed up & ready to go...but **would we have an audience** when it came time to launch?

APPLY IT

WHAT ARE THE FEELINGS YOU WANT YOUR CUSTOMERS TO FEEL WHEN THEY INTERACT WITH YOUR...

PRODUCT?

PACKAGING?

ONLINE SHOP?

IF A BRAND FALLS IN THE FOREST: CONTENT MARKETING THE “LAUNCH”

Imagine you're putting on a huge party. You plan it all out, from decorations to food & drinks to music. You find the perfect venue.

You know just the people who you want to be there. They're going to have a great time and make the whole party better for everyone.

You only have to invite them.

In a sense, that's all content marketing is. With words & images, **you are helping the people who can benefit most to connect with your brand.**

By delivering valuable content that resonates with your audience, you are sending out invitations to your party. The people that respond are the ones that your product or service can most effectively help.

And launching a new brand or a new product is the perfect time to get people excited to come to your party! You tell them all about who's going to be there, how much fun it's going to be, how much better it is than the thing that they were planning to do instead.

NOT YOUR TYPICAL LAUNCH

OK. So now imagine that you need to move the party to a bigger place, with better food, music, etc. You're sure that everyone who's at the party right now is going to have even

more fun at the new place, plus you'll be able to invite a whole lot more people than you originally thought.

You don't know how many guests at the current location are going to follow you over to the new party. What if they've gotten comfortable where they're at? And you don't know how many new people to expect.

There's a lot on your plate! You are trying to keep the old party going, set up for the new party & asking your current guests to come with you, all while sending out new invitations.

That's what content marketing for a rebrand feels like.



WRITING FOR TWO AUDIENCES

A rebrand is a delicate balancing act, and we approached it with care. We had two different groups that we wanted to reach: our current audience & the potential supporters that we hoped to attract. And we wanted to serve them both.

Relationships are very important to us & shape the way we run our business. One of our most valued relationships was with our current audience.

Whatever we planned to do for our content marketing, we wanted to honor the audience & customer base that had gotten us to this point. So one of our main goals was to **help our current audience understand the reasons for the rebrand** and invite them to share in our vision for the future.

At the same time, we wanted to attract new customers with a compelling, exciting new brand. So another one of our goals was to **clearly differentiate ourselves from the old brand**. Certain words that were part of the old brand vocabulary now went onto the new brand's blacklist (or were at least downplayed).

IT'S ALL IN THE TIMING

Timing of the message was one of the ways that we were able to encourage our current audience to follow us in a new direction. And by using the timing of our message to create a sense of exclusivity with our most loyal followers, we were able to strengthen our relationship with them.

We started by sharing with the most dedicated members of our audience—our email subscribers, loyal customers & our wholesale partners.

Beginning roughly six months before the launch (and well before the rebrand announcement), we started writing on themes that were consistent with the current brand while hinting at elements of the new brand.

We also offered exclusive information and offers to reward their loyalty. This group was first to hear about the launch of the rebrand & was able to pre-order at the old prices during the launch period.

When we announced the shift in brand focus, **our message was positive, excited & empathetic.** We always framed things in terms of a hopeful shared vision for our future together. That's authentically how we felt! Besides, we saw no point in apologizing for doing what we needed to do for our business.

After we had taken care of our best supporters, we were able to shift gears and **start writing content that would help our target customer discover us.** Through the blog, social media engagement & targeted direct mailers, we crafted a consistent message over time that was far more effective than a single announcement could ever hope to be.

And we didn't stop once we got to launch day. We sent emails, wrote posts & talked about it on social media throughout the launch period. After the launch period closed, we settled into a steady rhythm of consistent (at least weekly), on-brand, high-quality content for our audience. Now, all that is required is patience & the commitment to show up every day.

WHAT DO YOU MEAN BY CONTENT?

It seems that I've gotten about 750 words into this post and haven't really described the kind of content that we used to market the rebrand!

Here is a (mostly) complete list of our content marketing during the past 6 months:

- newsletter

- **new on-brand opt-in bonus** (aka “lead magnet”) & auto-responder sequence
- **library of resources** for email subscribers
- blog posts, at least weekly
- social media engagement (Facebook, Instagram, & Twitter)
- customer & influencer testimonials
- YouTube videos
- press releases
- postcard, followed up by a **handwritten note & mini-lip balm** to 100 of our best customers
- sneak peeks of the new packaging & product lines for our wholesale partners
- also for our wholesale partners, new shelf-talkers & product descriptions for their online listings

As we move into the future, we have plans to *increase* our content marketing.

We’re still strategizing, but we’ll be including Periscope & eventually Snapchat into our brand content. We’ll be releasing a wider array of videos that emphasize customer & role-model stories behind the brand. And there may be a podcast in the future, if we can figure out how to make the time to do it right...

APPLY IT

WHAT WILL IT TAKE TO LAUNCH YOUR NEW BRAND? WHAT IS A REALISTIC TIMELINE FOR DOING THAT WHILE ALSO MANAGING YOUR CURRENT BRAND? DO YOU NEED TO HIRE A VA? LAUNCH MANAGER?

WHAT SORTS OF SELLING STRATEGIES NEED TO BE IN PLACE FOR YOU TO MAKE SURE YOUR INITIAL LAUNCH IS WELL RECEIVED?

WHAT KIND OF MONEY DO YOU NEED TO SPEND-- INCLUDING ADS-- TO ADEQUATELY REACH YOUR CURRENT AUDIENCE AND BUILD A NEW ONE?

SHACKING UP: BUILDING A HOME(PAGE)

When you think about your online presence, it can be helpful to picture the real-world equivalent. This is especially true if you're selling products online.

Listing your products on Amazon can feel a lot like you're sitting on a shelf in the world's largest big-box store, surrounded by a thousand other brands.

Etsy has more of a craft-show atmosphere, where each brand has an opportunity to showcase their wares but you have little control beyond the boundary of your virtual booth.

I'm not really sure what the real-world equivalent of selling on social media is, but it's probably something like setting up a table on the street outside a concert venue. The people didn't come to shop, but you might be able to convince a small percentage of them to check you out.

YOUR WEBSITE IS YOUR STOREFRONT

So, what does it mean to think of your website in terms of a brick-and-mortar store? There's certainly more up-front investment of time, money & energy than selling on someone else's platform.

But you also have the most control over how people interact with your brand. And the kind of people who walk through the doors of your shop are already primed to be curious about what your brand has to offer.

If your content marketing is the invitation, then your website is the chance to deliver on that promise. **Your website is the place where the customer experience truly begins.** And you have the power to craft that experience any way you choose.

REDECORATION OR RENOVATION?

A rebrand does not necessarily require a new website. It all depends on the scope of the rebrand.

How much has the visual style changed? How much has your audience or your message changed? Does the structure & style of your current site support the goals of your new brand identity?

If there haven't been big changes in look or message, then you really only need to redecorate your storefront, maybe rearrange things a bit.

Our brand direction had changed significantly enough that our existing site would no longer support our goals. It was a great, custom-developed site. It still functioned well.

But in order to create the experience we wanted for our customers, **we were going to need to make fundamental structural changes.** We needed to renovate.

ASSEMBLING THE TEAM

Since we were working with Aeolidia for the entire rebrand, the development of our new logo and visual identity flowed seamlessly into the website project. Only now, the team of experts they brought to bear had expanded.

In addition to our incredibly talented designer, Sarah, and our steadfast project manager, Samantha, we would be working with a bevy of brilliant ladies. Like Charlie's Angels...or [Fox Force Five](#), each woman on the team had a specialty.

Picture an opening credit montage, complete with 70's wah-wah funk music...here's the team:

- Sam: *The Project Manager*
- Sarah: *The Designer*
- Shoshanna: *The Web Developer*
- Natalia: *The Copy Editor*
- Jen: *The Photographer*
- Marina: *The Quality Control*
- and Arianne, as Charlie (*The power behind the scenes*)

How mindblowingly cool is it that our brand – which is dedicated to inspiring girls to dream big – was working with an all-female team to bring our vision into being?

STARTING WITH GOALS

We sat down with our team (virtually over Basecamp, of course), and we discussed goals. Each member of the team would play her part in helping us to achieve those goals.

Our short-term goal was **improving our online sales conversion**. We needed streamlined navigation, a clear, coherent value proposition, strong visuals, & simple, secure checkout.

Our long term goal was a bit more complex: **strengthening our customers' relationship with the brand**. As the owners, Stacia & I were in charge of content creation, but each member of the Aeolidia team would be able to contribute to the story we were trying to tell, the value we wanted to deliver & the connection we wanted to forge.

We took the analysis one step further and established the goal of each page on our website. Every. Single. Page. We asked ourselves: **What is the one action we want the user to take when she is done reading this page?** How does each page contribute to the overall customer experience?

BRIDGING THE GAP WITH A TRANSITIONAL WEBSITE

Aeolidia had delivered our brand visuals to us by the end of January. However, the schedule for development, testing & roll-out of a completely new custom website would take a few months more.

We had three choices:

1. Wait to sell under the new brand until the new website's ready
2. Start selling under the new brand with the old website
3. Plug the new brand elements into a Shopify theme-template and operate a "transitional" website until the new website's ready

Each of these choices had costs & benefits, but we decided to go with Option #3. It would require a lot of additional work to create a site meant only for a few months, but it would provide a clean look that was consistent with the new brand identity.

And the process of moving everything over to **the transitional site gave us the opportunity for some much-needed housecleaning**. To be honest, we had

focused so much of our energy in 2015 on craft shows and wholesale. As a result, the storefront was looking a little shabby.

We took the time to tune-up the back end. Ensuring our links were all functional, checking load-times, etc. With the transitional website as the excuse, we started doing a lot of the things that we should have been doing before.

And we were able to time the move to the transitional site with the launch of the new brand. We brought the pre-launch promotional period to an end by literally closing up shop for a day. In 24 hours, we had migrated everything over to the transitional site and were ready to open the doors for launch-week.

APPLY IT

WHAT WOULD THE PROS AND CONS BE FOR THE WAY YOU WOULD TRANSITION YOUR BRAND? BEFORE YOUR SITE IS READ WOULD YOU...

Wait to sell under the new brand until the new website's ready?

Start selling under the new brand with the old website?

Plug the new brand elements into a NEW theme-template and operate a "transitional" website until the new website's ready?

HOUSEWARMING: LAUNCHING THE NEW SITE

Is a custom site really necessary? Is it the best use of your business' hard earned cash? If you've read this far into the story of our rebrand, I think you'll be able to guess my answer.

It depends on your business goals.

IN PRAISE OF THEME TEMPLATES

I am a firm believer in the value of building your brand on your own platform. But that doesn't mean you have to build it from the ground up.

A website theme template can give you exactly what you need when you're starting out. **A template offers you the chance to visualize what your site can look like and find a style that suits your brand.** And many ecommerce platforms list customer reviews of their templates, so you can make an informed decision based on others' experiences.

A template often comes with documentation to perform limited customization on your own. Depending on the developer, you may even be able to reach out for technical support. The plug-ins available through your ecommerce platform are typically developed to mesh well with that platform's themes.

Some of my favorite brands use a Shopify or WooCommerce theme, with little or no custom options. **It's a cost-effective solution that lets you focus on running your business**, rather than creating & maintaining a website.

SO WHY WOULD YOU EVER GO CUSTOM?

It's really the difference between off-the-rack and bespoke tailoring.

You can find a really great outfit buying off-the-rack. One that does the job, looks good, has a style that suits you.

But the fact remains that **off-the-rack clothes were not made only for you**. There might be a small element that doesn't quite lay correctly. Or the color is close, but not exactly what you had in mind. Or there might be features that you like on two separate pieces that can't be combined into a single outfit.

Bespoke tailoring is clothing built from the ground-up, starting with your body. Bespoke fits you perfectly because it was made precisely for you. It has the features you want because it was designed with your needs in mind.

The same is true for a custom website.

A custom design places the customer's online experience completely in your hands. You can include small, subtle touches that can increase customer confidence in your brand. You can integrate the various elements of your online presence (your shop, blog, newsletter signup, member site, wholesale site, etc) in the way that will resonate best with your ideal customer.

With a custom theme, the website's design & functionality are precisely suited to help your business accomplish its goals, rather than fitting your goals to suit the template.

Ultimately, **you need to take a good look at your business goals and decide which option is best for you.** If your goals are straightforward and mesh well with the templates available on your chosen ecommerce platform, then you should opt for an established website theme template.

If your goals are complex, if you are looking to establish your brand's online presence with a unique visual style, or if your business model is unconventional, then you're going to want to consider a custom theme with a designer & developer.

HANDCRAFTING THE HONEYBEE WEBSITE

Our brand was looking to create an outstanding customer experience. **We wanted to strike an emotional chord and engage the intellect at the same time.** We wanted to inspire confidence in our product by presenting seamless, intuitive navigation & ease of use.

Reviewing our discussions on Basecamp with the team from Aeolidia, I see 20 different threads. These cover everything from content & goals to functionality, plug-in/widget integration & SEO. As the project manager, Sam kept everything on track & on schedule.

Our copy editor Natalia helped us to keep the content consistent, on-brand & compelling. Jennifer photographed amazing "hero shots" to capture the imagination from the moment a person visited the site.

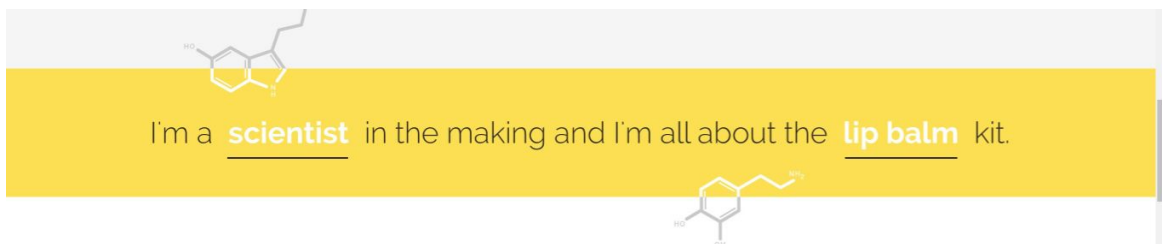
As with brand visuals, our designer Sarah delivered lengthy case studies supporting her design decisions for each page. But this time, her design decisions were developed in close coordination with our developer Shoshanna.

TAKE A LOOK INSIDE

While the site itself will not launch until July 2016, I can give you a few peeks at the initial designs.


Here are some of the key elements of our new site:

- A rotating graphic with the phrase: “I’m a _____ in the making and I’m all about the _____ kit.” was **one of several elements designed to spark a girl’s imagination** & connect her story with our educational skin care kits.



- The “HoneyBee Heroine Hall of Fame” **encourages our audience to help shape the brand** by submitting pictures of a girl with her kit creation.


SHARE YOUR AWESOME
Skin Care Creations!



Enter a photo in the HoneyBee Heroine Hall of Fame by completing [this form](#) and you'll join a select group of creators and big dreamers.

Every month, we'll select one Hall of Fame member in a drawing to get a special surprise from Handcrafted HoneyBee!


For a second chance to be selected in our monthly drawing, post your picture on [Instagram](#) with the tag [#SheDreamsBig](#). Make sure to tag us [@handcraftedhoneybee](#) as well!

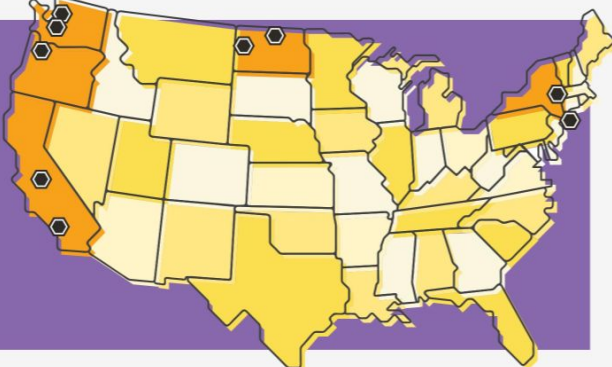


- Each of the major pages on the site have **eye-catching & informative banner graphics right at the top**. Even our store locator has an integrated design that's consistent with the rest of the brand.

RETAIL STORES
Where to Find Us

We are currently reaching out to stores & boutiques in an effort to bring Handcrafted HoneyBee to retail stores near you!

 You can currently find Handcrafted HoneyBee products in the following stores:



- A secret page offering exclusive access for kit creators is not accessible directly from the website. We needed it to look distinct, yet still part of the rest of the platform—special but connected to the place where they got the kit in the first place.

WELCOME **HEROINES!**
You've arrived at our super-secret page. 

Here, you can dig deeper into your kits and learn some super-awesome things!

What do you want to **learn more about?**

Learn about your ingredients, tips & tricks, fun customization options, and more!

We might have figured out how to make each of these elements work with a theme template, but **a custom designed & developed theme is enabling us to accomplish our goals *more effectively***. It is helping us to communicate consistently to our customer with one voice, through our website, our newsletter, our products & our offerings.

No matter what happens after the site launches, we have built a home for our brand that we can be proud of.

EPILOGUE: LOVE AT HINDSIGHT

Whenever people ask my wife Stacia and me about how we met, it is almost always followed up with the question: “Was it love at first sight?” We just look at each other and laugh.

Don't get me wrong—we're very much in love. When we tell the abridged "How I Met Your Mother" tale, the two of us can slip into a comfortable, almost intimate patter, full of gentle ribbing & sweet sarcasm. It's actually kind of disgustingly charming.

To people that don't know the whole story, our relationship has the appearance of inevitability. But it only looks that way in hindsight. Every step of the way, our commitment, our choices & our actions played an essential part in the unfolding of our love story.

WRAPPING UP THE REBRAND

Over the course of about 10,000 words, I've shared a journey with you that spans the better part of a year. Throughout it all, **I've tried to emphasize the hard work & intentional steps that a rebrand requires.** The outcome was far from inevitable.

We began this rebrand with a strong focus on our "why." It was a vision of the future, the seed of an idea.

Everything that followed—our content, our visual identity, our packaging, our website, even our product lines—sprouted from that seed. **And those investments in our brand have started to bear fruit.** In the kind replies of our newsletter readers. In stellar customer reviews. In awards & press coverage.

But the sweetest fruit? The notes.

Handwritten notes from the kinds of girls we set out to serve. Letters & cards with messages of thanks. Stories of their dreams. Pictures of them using our kits with friends and relatives.

It's something we never received before the rebrand. And it reaffirms the decision to switch course for our business. The fruit borne of that initial "Why" carries seeds of its own, a deeper, fuller understanding of why we want to be in business.

It truly was a love story. We didn't fall for the visuals. We didn't fall for the pages upon pages of customer & market analysis.

We didn't fall in love with the brand itself. We fell in love with what the brand could accomplish. With how it could help us to serve people & make their lives better.

We fell in love with our Why.

RELATIONSHIP ADVICE FOR YOUR REBRAND

The details & specifics of this story belong to Handcrafted HoneyBee. But here are some take-aways that you can apply to your business, whether or not you are considering a rebrand.

1. EMBRACE CHANGE

Change is inevitable, in life as well as in business. Your brand is constantly redefining & clarifying itself as your business grows. It's only natural for a brand to mature & evolve as your business progresses.

So what separates brand evolution from an explicit rebrand? The scope of the change & your intentional response to that change.

Maybe your business goals have changed. Maybe your audience has migrated away from your chosen niche. Maybe your focus has shifted. Or maybe you've discovered that you aren't speaking effectively to your current audience's struggles & dreams.

If that describes your situation, then you have a choice. You can purposefully design a new brand identity to embrace that change.

Or you can do nothing and allow your brand to be redefined for you. But I wouldn't recommend it.

You must intentionally work to remain relevant in the face of major change.

Otherwise, you will almost certainly be rendered irrelevant by the audience & customers whom you are no longer serving.

2. LOVE THY CUSTOMER, KNOW THYSELF

You may have heard it said, "People don't buy products. They buy better versions of themselves." But for your business to be really successful, you have to want your customer to be her best self.

If you want to speak directly to your customer in a way that will grab hold of her attention, capture her imagination & profoundly help her, **you must authentically want the best for her.**

You have to love your customer.

I'm talking about the kind of love that says, "I'm going to focus on you like you're the only person in the world." That says, "I'm going to help you find the best solution, even

if it points you away from me.” That says, “I want to know everything about you, because I can’t think of anything more interesting to me.”

If you don’t love your customer, then you won’t have the energy or the passion to sustain you for very long. **If you don’t love your customer, how can you ever expect them to love your brand?**

And in that love, you will find your purpose. You’ll identify your goals. You’ll define your mission. You’ll begin to understand how you can best serve your customer.

You’ll clarify & refine your brand.

3. DO YOUR HOMEWORK

But knowing & loving your customer is not enough. You need to understand her world. What social media does your customer use, and what messages resonate best with her? What other brands does she love, and how do they try to connect with her? What problems & issues concern your customer?

Determine your fundamental business model. How do you plan to make money, so that you can continue to grow and serve your customer even better tomorrow? Is that business model compatible with your customer’s values? Is it compatible with your values?

Define your market space. Are there complementary brands that are reaching your customer in similar ways to your brand? Are there standards, norms & expectations in your chosen industry, and how will that play into your customer’s expectations for your brand? Are there regulations & legal restrictions that you need to follow?

Most importantly, you must precisely identify what makes you different from every single other brand out there.

I cannot stress this enough. The only way for your customer to find you and value you is if there is something that you, and only you, can offer them. **If you cannot clearly state what makes you unique, you have more work to do before you can effectively rebrand.**

4. SEEK PROFESSIONAL HELP

You want to know the single biggest mistake we made with our original brand identity? Thinking that we could do it ourselves. Or rather, I should say: thinking that we couldn't afford to hire a professional.

We were looking at our brand visuals as an expense. As something that could be "good enough" if we did things ourselves.

So we designed our own packaging & labeling. We created imagery for social media posts. We used off-the-shelf fonts and stock graphics. Then we worked it over some more and a little more...and a little bit more, tinkering and fiddling to make our homemade designs better.

We tried our best. But our best wasn't good enough.

If I'm being totally honest, our attempt at design was all over the place. **We were failing to curate a single coherent identity.** People didn't know what we stood for or what they could expect from us. We were confusing people more often than we were connecting with them.

All of that changed when we started thinking about our brand identity as an investment in the future of our business, instead of an expense to minimize.

By working with a professional design firm, we had a lot at stake financially. We had to get things right the first time, and the design visuals needed to be built to last. No more tinkering.

The other big benefit of working with professionals was that we purchased our freedom. **We could focus on the parts of our business that absolutely required us**, and leave the rest in the hands of experts. We gained back precious time to focus on making our business the best it could be, rather than wasting time over-working for “good enough.”

5. FOCUS ON GOALS, DEFINE SUCCESS

The benefit of smart goals came up time and time again throughout the story of our rebrand. By having a clear set of business goals, we were able to tell our designer what we wanted to accomplish, rather than how we wanted to do it.

By leaving the “how” in our designer’s hands, we gave her the freedom to approach the problem like a professional. She could apply her skills & expertise to deliver the best design solution possible to meet the goals of our rebrand.

And it wasn’t just for the development of the visual identity. We focused on our goals when developing our content marketing strategy, when crafting our unboxing experience or when designing the website. Every step of the way, we asked ourselves to identify the single goal that we wanted to achieve on each piece of content, every package & each webpage.

Our goals also helped us to describe to our design team what a successful outcome looked like to us. **By defining the terms of success up front, we could track progress and measure return on our investment.**

Goals & outcomes. It's what separates the professional from the technician. It's the difference between an effective rebrand...and a mediocre one.

6. BE PATIENT

This is the hardest lesson.

We had to be patient as we did all of the initial market research and brand development.

We had to be methodical as we searched and courted the right designer.

We had to wait until the new designs were printed & ready to sell—all while we burned through the cash we saved up for the rebrand.

We had to be flexible as we migrated from old website to transitional website to final website.

We had to be confident that new people would find us, given enough time. And that the new brand would resonate with those people.

Because work and preparation and intentionality are the necessary ingredients for success, but things still take time.

After all...you can't hurry love.

THIS IS ONLY THE BEGINNING

What does the future hold for our rebrand? I don't know. I cannot say whether we will succeed or fall short of our goals.

All I know is that we could not have continued in the direction we were going. At best, we were stuck in the doldrums, adrift and without purpose. If we are to fail, I would rather fail daring to dream big than fade into a quiet end.

Regardless of what is to come, I know that we have learned so much. We have grown as business people. We have found ourselves by seeking to serve our customer the best way we can.

Through relationships. Through stories. Through big dreams.

Through love.

APPLY IT

WHERE DO YOU GO FROM HERE?