Example 1:  
a rebrand does not mean a new brand

let me show you what I mean

this is the current branding of one of my clients

their brand name is TFD Presents

they're a queer event production and talent management company

company is 15 years old

they came to me wanting to have something different

something that represented them more than just the standard tinder fire

flame and TFT

my client was fully ready to ditch the flame

he thought it was tacky

he thought it wasn't gonna work

the move boards I showed them

they chose this bright and bold version

which I was so excited about

and that's when I got to work when I see

I went through tons of iterations of what to do for their brand I mean it

and one thing I knew I needed to do was make that flame work for their brand

my client was fully ready to ditch the flame

it all started with this drawing I made on my iPad

I needed a more stylized

more cleaned up version of that flame

but I didn't want it to be just a flame

given that the main operation that they do is represent drag Queens

I decided to trace drag eye makeup

and this is what I came up with

but it had to be further refined

this was still just too much

this eventually simplified down to these two versions

but I wasn't loving how you couldn't tell anymore that it was a drag eye

so I made the decision to further evolve the flame and tilt it

so that it was clear that it was eye makeup of some sort

two concepts presented to my client

but the one we both fell in love with was this one

my client was floored by the evolution of the flame

and was completely ready to abandon it

but realizing that with brand longevity

we needed to keep it

because it was a 15 year brand

and we couldn't just ditch the main identifier of it

we retained the original essence of the brand

while evolving it to its new heights

my client did want to see a little bit more emphasis with the drag eye

so we swapped out this emblem with this one

it was still looking amazing

but it was much more defined in that it was a drag eye makeup look

the final brand came together in such a stunning manner

and I'm so happy with the results

and so is the client

Example 2:  
This is how I went from charging $3,000 for my largest package to $6,000 for the same exact package without losing clients. I wanna tell you guys what you're doing wrong with your pricing. You are constantly telling yourselves that people cannot afford your prices or that the people who can have people who are better than you to go to. This is a combination of limiting beliefs and imposter syndrome. I'm not here to mindset coach you, but you're just simply thinking way too small. There are too many fucking people on this earth. I want you to look back and remember, Google it if you have to. How many fucking people are on this earth? It's mathematically impossible that no one can afford your prices. You just need to know how to talk to the people who can. And that's exactly how I was able to double my prices without losing client inflow. I had a brand strategy in place that made sure I knew exactly what those clients were needing from me and wanting to hear from me so that I knew how to speak to them in my marketing.My strategy told me exactly how to position myself in front of the people that I wanted to work with.You wanna know how to do this, too? I've been building something that's going to help you do that.I've been working on it for over a year.It's not quite ready to talk about Yet.But if you wanna be one of the first to know, you can DM me the word waitlist and you will be on the email list to learn exactly what it is.

See if it's for you.But I'm gonna take a guess if you've watched to this point,

this video resonated with you,and it's probably for you.

Example 3 (not a huge fan of this one because it doesn’t reveal the solution til the end):  
This is exactly what I would do

if I was in an industry where I knew I was doing something different,

better, more skilled,

more intelligent than all of my competitors,

and yet all of my competitors

were getting more clients and more money than me.

This is how I would fix it.

I would get a brand strategy.

Because a brand strategy is going to dissect

who you are really trying to attract

and what those people wanna hear from you,

see from you, understand from you,

and how they are going to trust you

in order to go through and invest their money with you.

Then I would find out who they are as a person,

where they are on social media, apps,

whatever, and what type of personalities they respond best to.

I would develop brand personalities, tones,

archetypes, etc.

So that I could fashion my brand to best speak to them

and sit in front of them

in a manner that makes them want to pay attention to me.

And then I would design a brand

that I know is going to represent everything about me

and also attract them at the same time.

And most importantly,

it's going to make me look more trustworthy to them,

which is what people need in order to give you their money.

This is the step by step process of my brand sweet package

and what every single one of my clients go through

before I deliver their final Brand strategy and brand guidelines

and brand assets.

I have not had a single complaint from one of my clients

who has finished this process with me,

and most of them go on to raise their prices,

attract better clients,

quit their jobs, and get booked out six months in advance.