



HORRIBLE™

BrandFreak Report

Presented to: XXXX – XXXX

Presented by: Kris Byers – Horrible Brands

A red vertical bar on the left side of the page contains several cartoon illustrations. At the top is a boy with a headband and a striped shirt. Below him is a large, stylized face with a wide, toothy grin. At the bottom is a small mouse.

HORRIBLE™

*'See yourself living in abundance
and you will attract it.'*

Bob Proctor



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Please note: Throughout this document, we will refer to 'XXXXXXX' as a working title, however, this name will be refined and finalised during the branding phase.

01

Current Situation

XXXXXXX is an emerging health and wellness consultancy dedicated to empowering leaders and professionals to thrive at their peak, both physically and mentally while prolonging a high quality of life into later years.

Combining cutting-edge rejuvenation science, mindset coaching and personalised health strategies, the company's mission is to redefine what it means to age and lead by demonstrating that success and vitality can go hand in hand.

With a vision to reach leaders in corporate environments, XXXXXXXX aims to integrate its expertise into leadership development programmes, creating a ripple effect that improves not only individual lives but the workplaces and teams they lead.

The big vision? To lead a global movement in executive rejuvenation, setting a new standard for wellness and longevity amongst high-performing professionals. XXXXXXXX envisions becoming a trusted partner for corporate wellness programmes, offering retreats, group workshops and individualised plans backed by science and experience.

Currently, the business faces challenges in brand clarity, market positioning and reaching the ideal audience of driven professionals and corporate leaders. Bridging the gap between personal rejuvenation and professional leadership remains a key focus as the company refines its message and offerings to serve this unique niche.

Let us help you to create a distinctive brand, clear messaging and strategic outreach so that you can position XXXXXXXX as the go-to solution for leaders ready to unlock vitality, longevity and peak performance—without sacrificing their quality of life.

02

Findings and Recommendations

Current Challenges

XXXXXXX faces several key challenges, including an overly broad target audience, making it difficult to deliver a clear and compelling message that resonates deeply with ideal clients. The current brand does not reflect the unique combination of science-backed rejuvenation and leadership coaching, nor does it highlight your personal story and credibility, which are essential to building trust and authority. Additionally, there is a need for value-based service packaging to replace hourly pricing, which undermines the perceived value and transformative results of the services offered.

While word-of-mouth has been an effective initial growth driver, this limits scalability and hinders the ability to establish XXXXXXX as a leading authority in the executive wellness and longevity space. There is also a lack of a cohesive digital presence, with the website and social media falling short of showcasing the aspirational and professional brand image needed to attract high-level corporate clients.

Opportunities

1. Refine Brand Identity and Messaging

- Develop a bold and consistent brand identity that highlights expertise in rejuvenation science and leadership coaching, emphasising transformation and empowerment.
- Focus the brand's message on the unique value proposition: helping leaders unlock vitality, longevity and peak performance without sacrificing quality of life.
- Use powerful, market-specific language to resonate with busy executives, such as "Reclaim your energy to lead" or "Perform at your peak without burnout".
- Incorporate personal stories and client success anecdotes to build relatability and trust.

2. Narrow Target Market for Maximum Impact

- Shift focus to corporate leaders, executives and high-performing professionals aged 35–55 who are driven to succeed but face challenges in balancing health, energy and life satisfaction.
- Create messaging tailored specifically to this audience's pain points, such as burnout, stress-induced health issues, or a desire to reverse ageing and remain competitive in their careers.
- Highlight the financial and performance ROI of improved wellness, making it an easy sell for both individual leaders and corporate wellness programmes.

3. Package Services for Results, Not Hours

- Introduce tiered packages such as Renew, Thrive and Excel that focus on outcomes like improved energy, stress management and biological age reversal.
- Include elements like biological testing, customised health plans, executive coaching sessions and ongoing support for a comprehensive client experience.
- Emphasise results rather than hours spent, allowing for higher perceived value and pricing. For example, a Thrive package might promise to reduce biological age by 5 years over 90 days with a combination of personalised plans, workshops and accountability check-ins.

4. Build a Magnetic Online Presence

- Redesign the website to clearly communicate the unique offering with strong calls-to-action, such as "Start Your Rejuvenation Journey" or "Book Your Executive Wellness Consultation".
- Include client testimonials, case studies and founder-driven storytelling to build credibility and authority.
- Leverage LinkedIn as the primary platform for reaching corporate clients with thought leadership content, client success stories and high-value webinars on wellness and longevity.

5. Scale with Thought Leadership and Marketing Automation

- Host exclusive webinars and events targeting HR and L&D leaders, showcasing how wellness impacts leadership performance.
- Implement a CRM to manage leads and track client engagement for follow-ups and cross-selling opportunities.
- Use content marketing to position XXXXXXXX as a thought leader, including blogs, videos and newsletters focused on actionable tips for busy professionals.

6. Create High-Ticket Retreats and Masterclasses

- Develop luxury wellness retreats and rejuvenation masterclasses specifically designed for corporate leaders, blending science-backed health optimisation with leadership development.
- Offer these as premium add-ons or standalone experiences to enhance brand exclusivity.

To achieve its vision of becoming a leader in executive rejuvenation and longevity, XXXXXXXX needs a strong brand identity, focused messaging and value-based service packages. This will not only differentiate the company from competitors but also attract high-value clients willing to pay for transformative results. By implementing these strategies, XXXXXXXX can create a scalable, impactful business that empowers leaders to thrive both personally and professionally.

'To keep the body in good health is a duty... otherwise, we shall not be able to keep our mind strong and clear.'

Buddha

03

Summary

XXXXXXX has the opportunity to become a trusted authority in executive wellness and longevity, leveraging its unique blend of rejuvenation science, mindset coaching and leadership development to deliver transformative results. The business has already seen success in helping individuals reclaim their energy, vitality and focus, earning trust through its genuine, personalised approach. However, scaling beyond word-of-mouth growth and connecting with the right audience at a deeper level remains a key challenge.

The big vision is clear: to redefine wellness for corporate leaders and professionals by making health optimisation and longevity an integral part of high performance. By focusing on a niche audience of driven executives and high-performing professionals, XXXXXXXX can deliver an unparalleled offering that empowers clients to lead with energy and purpose while extending their vitality and health span.

To achieve this, XXXXXXXX must build a cohesive, aspirational brand that aligns its services, messaging and marketing with its transformative vision. This includes refining its online presence to reflect its expertise and personal credibility, focusing messaging on the specific challenges of high achievers and packaging services in a way that prioritises outcomes over hours.

By aligning its offerings and growth strategies with its vision, XXXXXXXX can empower more leaders to thrive while positioning itself as the go-to expert in executive wellness and rejuvenation. With the right foundation, the business is poised to create a lasting impact, helping its clients achieve not just success, but a fulfilling, vibrant and balanced life.

04

Picture The Scene

Imagine... six months from now, the people you've helped are living lives they never thought possible—energised, confident and thriving in ways that ripple across every aspect of their world.

For the **leaders and professionals** you've worked with, their stress and burnout are replaced with clarity, vitality and balance. They are leading their teams with renewed focus, achieving greater results and showing up not just as better professionals but as better partners, parents and individuals. Their health is no longer an afterthought—it's the foundation of their success.

For the **families of these leaders**, you've helped them reclaim their time and energy, creating stronger connections and meaningful moments. The people you've empowered are now fully present at home, setting examples of how success and wellbeing can go hand in hand and inspiring those around them to aim for more.

For the **future generations**, your work is laying the foundation for a new paradigm of what it means to live a healthy, fulfilled life. The people you've guided are breaking free from the cycle of overwork and neglect, becoming role models of longevity, vitality and resilience—leaders who know the value of taking care of themselves so they can show up fully for others.

Through your guidance, individuals are discovering what it feels like to truly thrive—mentally, physically and emotionally. They've found the tools, insights and inspiration to break through old paradigms and step into a healthier, more empowered future.

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HORRIBLE™

This isn't just about helping people feel better—it's about transforming lives, creating ripple effects of positive change and empowering others to achieve their full potential. This is the movement you are building—a future where people don't just live but truly thrive.

'The secret of change is to focus all your energy, not on fighting the old, but on building the new.'

Socrates

05

Brand Strategy

Vision

Empowering executives and high-achieving professionals to lead with energy, vitality and longevity by integrating cutting-edge rejuvenation techniques with mindset and leadership strategies, enabling them to thrive at work and in life.

Mission

To revolutionise the concept of executive health by combining scientific rejuvenation methods, personalised wellness strategies and leadership development. We help leaders optimise their health, extend their vitality and achieve sustainable high performance without sacrificing their personal fulfilment or well-being.

Brand Values

Personalisation - Every client's journey is unique and we tailor every programme to align with their specific goals, challenges and lifestyles.

Transparency - Providing clear, science-backed insights and solutions. No jargon, no gimmicks—just proven strategies and honest guidance.

Empowerment - Equipping clients with the tools, strategies and support to take control of their health, achieve longevity and transform their mindset.

Balance - Redefining success by showing professionals how to harmonise their career aspirations with a fulfilling, healthy lifestyle.

Innovation - Leveraging the latest breakthroughs in science, technology and leadership to deliver unparalleled results.

Brand Positioning

XXXXXXX is the go-to partner for executives and leaders who want to achieve peak health, sustained vitality and a mindset primed for long-term success. Unlike general wellness programmes, we offer a deeply personalised, science-driven approach that optimises performance and health without sacrificing joy or balance.

Brand Promise

To help leaders reclaim their energy, health and purpose through a holistic and transformative journey of rejuvenation—blending science, mindset and practical strategies into measurable results.

Brand Messaging

Strapline

Rejuvenation for Leaders, Legacy for Generations.

Core Message

Empowering executives and leaders to thrive in their careers and personal lives by transforming their health, mindset and longevity. Through cutting-edge rejuvenation strategies and personalised programmes, we help you unlock your full potential without burnout or compromise.

Supporting Messages

For Executives and Leaders

"Your greatest asset is your health and mindset. Invest in yourself to lead with energy, clarity and purpose."

For HR and Leadership Development Teams

"Empower your leadership team with the tools they need to thrive and inspire—healthy, vibrant leaders drive better results."

For Wellness Advocates:

"Longevity and peak performance aren't mutually exclusive. Rejuvenation is the key to a fulfilling life and career."

Value Propositions

Science-Driven Transformation - Offering cutting-edge rejuvenation techniques, from red light therapy to personalised supplementation, backed by the latest research.

Holistic Longevity - Combining physical, mental and emotional wellness to optimise performance and extend vitality.

Personalised Programmes - Custom-built solutions for leaders, tailored to their specific health and leadership goals.

Integrated Leadership Focus - Bridging the gap between health and professional success by showing leaders how to thrive in every area of life.

Tone of Voice

Confident - Reflecting expertise and authority without arrogance.

Empathetic - Understanding the unique challenges leaders face and addressing them with care.

Inspiring - Encouraging clients to believe in the possibilities of rejuvenation and transformation.

Practical - Balancing aspirational messaging with actionable, real-world solutions.

Call-to-Actions

"Reclaim Your Energy and Vitality Today."

"Schedule a Free Discovery Call."

"Start Your Rejuvenation Journey."

"Lead with Energy, Live with Purpose."

Messaging Pillars

Rejuvenation Expertise

"The science of longevity, made practical for today's leaders."

Transformative Impact

"Redefine what's possible with energy and health that last."

Leadership Wellness

"Healthy leaders drive thriving businesses and meaningful lives."

Keywords

Rejuvenation	Fulfilment
Vitality	Optimisation
Longevity	Clarity
Wellness	Growth
Energy	Performance
Empowerment	Mindset
Transformation	Renewal
Resilience	Legacy
Leadership	Confidence
Balance	Innovation

Target Audience

Primary Audience – Executives and High-Performing Leaders

Driven professionals aged 35–55 who value their health but struggle to balance wellness with career demands. They seek transformative solutions that fit into their busy schedules and deliver measurable results.

Pain Points:

- Burnout and energy depletion.
- Physical and mental fatigue from high-pressure roles.
- Lack of time to invest in health and longevity strategies.

Values:

Efficiency, cutting-edge solutions, personalisation and achieving success without sacrificing health or happiness.

Secondary Audience – Corporate Leadership Development Teams

HR and leadership teams seeking innovative wellness programmes for their executives.

Pain Points:

- High attrition and burnout among leadership teams.
- Challenges in promoting wellness within a demanding corporate environment.

Values:

Practicality, measurable results and investing in leaders to drive long-term organisational success.

06

Objectives and Key Results

Objective 1

Establish a Trusted and Recognisable Brand in the Wellness Space

Key Result 1: Complete a brand identity refresh, including a logo, colour palette, typography and messaging aligned with client aspirations and goals.

Key Result 2: Launch a professional website that highlights the unique benefits of the rejuvenation services, with clear calls to action and a 20% increase in visitor engagement within the first quarter.

Key Result 3: Secure partnerships with at least three well-known wellness influencers to promote the brand and services across social media channels.

Objective 2

Increase Client Acquisition and Retention

Key Result 1: Develop and roll out three rejuvenation service packages tailored to different client needs, achieving a 15% increase in bookings in the next six months.

Key Result 2: Launch a targeted email and social media campaign to attract 500 qualified leads, resulting in at least 50 consultations.

Key Result 3: Implement a loyalty programme to retain existing clients, with a goal of a 25% repeat customer rate by year-end.

Objective 3

Expand Service Offerings to Meet Growing Demand

Key Result 1: Design and introduce two new holistic rejuvenation treatments within the next quarter.

Key Result 2: Partner with three complementary local businesses (e.g., yoga studios, nutritionists) to create bundled wellness packages.

Key Result 3: Secure 20 new clients for the expanded service offerings in the first six months post-launch.

Objective 4

Build a Seamless and Client-Centred Experience

Key Result 1: Implement a CRM system to streamline client bookings, follow-ups and personalised service offerings, reducing client inquiry response time by 30%.

Key Result 2: Train all staff on client engagement and brand values, achieving 100% satisfaction scores on at least 50 feedback forms by year-end.

Key Result 3: Develop a digital client resource hub with wellness tips, guides and post-treatment care instructions, increasing engagement by 15% within three months of launch.

Objective 5

Boost Community Awareness and Market Leadership

Key Result 1: Host two wellness workshops or events, attracting at least 50 attendees and generating 10 new client sign-ups per event.

Key Result 2: Publish four high-quality blog articles or guides on wellness topics that drive a 20% increase in organic traffic to the website.

Key Result 3: Secure press coverage in at least two local or national wellness publications, increasing brand visibility and credibility.

By focusing on these objectives and key results, the rejuvenation company can establish itself as a leading provider of transformative wellness solutions, delivering exceptional results for clients while achieving sustainable growth.

07

Website Sitemap

Homepage

Offer a compelling first impression that inspires and invites clients to explore more about the company.

- **Headline** - Captivating core message (e.g., "Rediscover Your Energy, Redefine Your Life").
- **Introduction** - Brief overview of services and benefits (e.g., tailored treatments, holistic approach).
- **Call-to-Actions:** - "Explore Our Services," "Book Your Consultation," or "Learn More."
- **Client Stories/Testimonials** - Share transformative client experiences.
- **Hero Image** - Showcase relaxation, rejuvenation and transformation.

About Us

Build trust by sharing the company's ethos, mission and unique approach.

- **Who We Are** - Origin story, mission and vision for holistic rejuvenation
- **Core Values** - What makes the company stand out.
- **Team Expertise** - Highlight professional credentials and caring approach.
- **Call-to-Action** - "Discover How We Can Help You Feel Your Best."

Service

Provide clear, detailed service and its benefits.

- **Main Services Overview Page** - High-level summary of all offering
- **Individual Service Pages** - Description of each service, Key Benefits and Call-to-Actions.

Blog/Resources

Establish authority in wellness and drive organic traffic.

- **Topics** - Lifestyle tips, wellness trends, inspiring success stories.
- **Engagement** - "Subscribe for Updates," "Read Our Latest Article."

Client Transformations

Showcase real success stories to inspire trust and engagement.

- **Testimonials** - Quotes and narratives from satisfied clients.
- **Before-and-After Stories** - Demonstrate measurable outcomes.
- **Call-to-Action** - "Start Your Transformation Today."

FAQ

Answer client questions to reduce barriers and instil confidence.

- **Common Questions** - Service details, pricing.
- **Links** - Direct to related service pages for additional information.
- **Call-to-Action** - "Still Have Questions? Let's Chat."

Contact Us

Make it easy for clients to reach out and book.

- **Contact Form** - Fields for name, email, phone and preferred service.
- **Direct Contact Options** - Phone number, email, WhatsApp for instant communication.
- **Location Information** - If physical visits are relevant.

'Your health is an investment, not an expense. Take care of yourself now to create the life you dream of tomorrow.'

08

Moving Forward

Total Package Cost: £X,XXX

(£X,XXX minus £XXX already paid for BrandFreak Blueprint)

Based on the brief (and any refinements we make together), this package will develop and deliver a compelling, cohesive brand strategy, identity and website for XXXXXXXX. The goal is to position XXXXXXXX as the ultimate guide for professionals seeking transformation, wellness and vitality, delivering holistic solutions with a modern, approachable feel. This package will craft a unique brand that resonates emotionally, communicates effectively and sets you apart in the wellness and rejuvenation space.

We will deliver the following:

1. Brand Strategy

A fully defined brand positioning and messaging framework, including: Tagline, core messages and supporting statements.

- Defined target audience personas and their unique pain points, ensuring emotional resonance.
- Key differentiators and market positioning to help you stand out as the premium option in your niche.

2. Name Generation Workshop

A creative and strategic workshop designed to generate unique, memorable and brand-aligned name options:

- A shortlist of 5–10 unique and brand-aligned name options, each with explanations of their strategic fit and emotional resonance.
- A summary document outlining the ideation process, feedback integration, and practical considerations such as domain availability and trademark potential.

3. Visual Identity

Creation of a full visual identity that exudes modern wellness and rejuvenation, including:

- Custom-designed logo.
- Complete brand style guide (colour palette, typography, imagery guidelines).
- Iconography and submarks for digital and print consistency.

4. Website Design and Build

A high-quality, user-friendly website designed on Webflow platform:

- Five key pages: Home, About Us, Services, Testimonials, Contact.
- Integration of lead magnets and contact forms to encourage conversions.
- Optimised mobile responsiveness and clean UX/UI design.
- On-brand imagery and visuals to immediately inspire confidence in your audience.

5. Copywriting

Compelling website copy that connects emotionally with your audience:

- Engaging and benefit-led headlines and body copy.
- Clear calls-to-action that drive enquiries and bookings.
- SEO-optimised content to improve organic search visibility.

6. Launch Support

- Comprehensive Webflow tutorial to empower your team to manage and update the site independently.
- Assistance with URL hosting migration and domain setup.
- Testing and troubleshooting to ensure a smooth launch.

'Every morning we are born again. What we do today is what matters most.'

Buddha

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And Finally...

Now is the moment to Rejuvenate your business.

Hi XXXXXXXX, I'm thrilled to share your business blueprint with you and hope it provides both clarity and inspiration as we uncover new opportunities for XXXXXXXX. We're excited to help inspire and transform lives too.

This project will give your brand the powerful foundation it needs to connect deeply with your audience and deliver on its mission to rejuvenate lives with confidence and ease.

We anticipate that this project will take approximately 2 weeks to complete and ask for 50% deposit and remaining payment on completion of project but also happy to discuss other payment terms if required.

*Thank you for trusting us to help bring
your vision to life and I look forward
to discussing your BrandFreak Blueprint
with you soon.*

Yours horribly,



Kris Byers



*Freak to Unique
within a week...*

HORRIBLE™

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