

There's a whole world out there of people that I need you to start, that you are now investing your time and your energy, and you are stepping up to be that person and that woman who makes investments like who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make happen no matter what.

This is the million dollar business podcast. Here's your host, Jennifer face.

Hello, and welcome to the million dollar business podcast for entrepreneurs who want to create wealth and freedom with their business. You're in the right place. If you're looking for the mindset and strategies to get seen, known and paid online, I'm your host, Jennifer success and mindset strategist for entrepreneurs who want to start a movement, leave a legacy and build a seven-figure business and brand. Essentially, I'm working with people who want to change the world and change their lives. So in today's episode, I'm going to be talking about, should you rebrand your business? Online world is ever-changing. It is constantly moving. Things are constantly shifting and we have to be able to roll with the punches. Does your business need a reboot or a rebrand? That's what I'm going to be diving into in today's episode. So let's go ahead and jump right in. So should you rebrand your business?

So first I'm going to tell you a little bit about the rebranding changes that we've had over here@meantformillionsandjennscalialia.com. And it's really been a progression since day one of the business. And we're constantly doing, I wouldn't say a full rebrand, but definitely a revamp, really just rolling with the punches and seeing what's happening in the industry, what people are responding to, what people are engaging with and making sure that we're keeping up with that, right? So the podcast itself that you're listening to right now, the million-dollar business podcast used to be called meant for millions. It also used to be called focus fierce and financially free. And as we started doing the episodes and really running the podcast, seeing the downloads, things like that, we wanted to make the podcast more relevant to the people that I'm trying to reach to my ideal clients who are coaches, consultants, online entrepreneurs who really want to reset seven figure mark.

So we continued to evolve the brand as I evolved. And I'm going to talk about that actually in a little bit as well, but really it's, it's your job as a business owner to stay on top of the trends to really stay relevant. Otherwise you're going to get washed away. You're going to be overlooked. You're going to get squirreled right by for the new shiny coach or the new shiny object, right? So there is a piece of your business that needs to stay relevant, which means it may have to change. It may have to shift. Like I was saying before, it may not be a full rebrand where you're rebranding your colors and your logos and your name and your everything. It could literally just be a revamped. Maybe it's an up-leveled colors or up-leveled IgG grid, something like that, where it's just like a little bit of an Uplevel where people know like, okay, this girl is like getting better and better and better, right.

I believe that as you grow, your brand should grow because you're ever changing. So your brand, whatever you decide your brand to be or whatever it is right now, I believe it needs to be solid enough to stand strong and be kind of timeless and classic, but also pliable enough to move with you as you grow, as you change. And really, as you Uplevel, for example, on our website, the web, the site itself is like never going to really change in terms of the layout and the format, but the photos are going to change. The colors might become brighter or different, or we might add some accent colors. We might have different trends on our website as well to kind of stay up with what's going on in the online world and to stay up par with what's new and exciting I am, or that you've seen.

I've seen these websites before, where I get on a website and I'm instantly turned off because the website literally looks like it's from 1990, right? And even if the person is a super good at what they do, maybe they have a lot of experience, but just the going to the website and getting that feel of like, okay, this person is not growing this person not evolving. It turns you off. And I think that's another really important point that I want to make here is that the people that are hiring you, they want to see you

grow. They want to see you evolve. They want to be able to calibrate your energy and calibrate to that growth and to calibrate to your next level, right? This is the majority of why people are hiring coaches in today's day and age, which is 2021 it's way different than it was in 2015.

It's way different than it was even in 2018. So if I would have kept my branding, the things that I was doing, the offers that I was making, the ways that I was promoting, the ways that I was marketing the same as what I did in 2015, I wouldn't make it. I would not still have a business that is successful. Eight years later, I would not have a business that consistently brings in multiple five figure months, every single month without fail, because I would have just been washed away and overlooked by new coaches that are coming, that aren't with the trends. Right. You know, when I say trends, I don't mean things that are just like trending and they're going to go away. For example, clubhouse, right? Clubhouse was super trendy. Everybody was jumping on it. It was like, you've gotta be on clubhouse. This, that, and the other next thing, you know, clubhouse is nothing.

Now there's something else I just saw today, the green room, which is the better version of clubhouse, how long that's going to be around. I don't know. So those, aren't the types of quote unquote trends that I'm talking about. I'm just talking about what your people are responding to. What are people buying? What are people spending their money on? How are people hiring people? Like what is their measurement or what is their gauge for hiring a coach? How are people marketing their business? What kind of graphics are people responding to and engaging with? What types of promotions are making the most sales? Like we have to know all this stuff and we have to stay on top of it in order for people to really see our brand as relevant. So if you want to stay relevant, if you want to stay top of mind and be somebody that people are actually looking up to, chances are likely that you are going to have to rebrand or revamp your business at some point, maybe even once a year.

Right. So I wouldn't recommend doing it all the time because people will just be like, okay, this person is totally confused. They don't have a solid brand, but like I said, there's a way to have your foundations of your brand and what it looks like and what you stand for and still make levels. So if you look at, let's just say, for example, my graphics, right? So we've always kind of had the same color scheme, always using like the pink and the black and the white, and those were like our staple colors. And so if you look like, let's say, if you go to like my Instagram, you'll see the progression of we're still using the same colors. We're still using basically the same branding, but it's way upleveled we added some rose gold because you know, that was part of like the accent that I wanted in my brand.

And it just gave the look and feel of our images and our graphics, like to the next level, like it looks so professional. It looks like very, very, upleveled literally going from like your graphics, looking like they came from Canva, which a lot of people I know use CANVA love Canva to actually, you know, having a graphic designer or just adding elements that make it look up-level you guys know what I mean? I don't have to explain it to you, but you can tell when you see a brand that looks professional, that looks like they've made an investment in their brand. And something that somebody just whipped up on CANVA, right there is going to be a point in your business where you are going to want to revamp. You are going to want to rebrand. You are going to want to also up-level your language.

You're going to, up-level your ideal clients. There's so much more to branding than just the color schemes. I'm using those as examples because they're easy things to grasp, but it's also who are you working with? How are you marketing? What language are you using? As we grow and evolve, our ideal clients are going to grow and evolve. Our offers are going to grow and evolve. So we need to, the whole thing needs to be congruent. You have to be congruent with who you are now. And if your business always stay the same, if your business was the same as it was the day you started it, then likely there's going to be some misalignment. So we talked about misalignment in the last couple of episode, if you

want to check those out, but you want to be congruent with who you are now, not who you used to be, right?

Because we want to be able to attract those new people. We want to take our expertise. We want to take our evolution. We want to take all of the things that we've grown from and the things that we've learned in the trainings that we've had and the mentorship that we've gotten, and really infuse that into our brand as well. Something super easy that you can do if you're like, you know what? I need like a little boost. Like I just need a little boost. Photos. Photos are like the easiest upgrade. Like I said, you can kind of keep your website and keep everything the same. But just with some new branded photos, you could totally revamp everything, including your confidence. Photos are really good things to just do very easily to give that feel of like, this is who I am, right? Talking about feelings, consistency in how people feel when they see your brand.

That's really what we're looking for. Like, it's not necessarily the colors and the logos and all of that stuff, but it's like, how does somebody feel when they're in the presence of your brand? How does somebody feel when they read your words? How does somebody feel when they see your graphics? How does somebody feel when they land on a sales page and they're being pitched or they're being sold to you want to also make sure that that is next level, because that is what makes the marketing and the sales very easy. So consistency in the feeling is also going to be part of branding in your business. So this was a short, quick episode, but I just wanted to kind of put some things out there for you in terms of things that you can do or things to really think about. If you're even just feeling like let's say you've been in business for a couple years, you're just kind of feeling like, okay, I've been marketing the same things.

It feels kind of stale. I've been using the same images forever. We've had the same Instagram grid for, you know, two years. It's getting boring. It's getting old. I know that feeling. I'm a manifesting generator. I'm somebody who just is multi passionate, multi creative. And I want the new things all the time, your clients and the people that are following you are going to want the same thing. You can even look at some of the big gurus and see their evolution in their branding. Again, it's not like a stark, like, oh my gosh, I'm going to completely change everything. And it's a 180 degree change. Like, no, it's just these little things that you can do to give it that up-leveled feel to give it that upgrade that is going to match where you are now. And that will bring back motivation. That will bring back information for you to go out there and promote yourself, promote your brand and promote your offers.

So that is it for today's episode. Thank you so much for tuning in today, as always. I know that you could be in a million places right now, and I am just super grateful that you chose to spend this time with me. Hopefully you got a lot of tips and different things that you can do to just give it that little spark again. So you can actually head on over to the show notes@jenscalia.com forward slash E 1 0 3, where I have some goodies, some links as always the transcripts for today's episode. I also have a link there for a brand new mastermind that I'm going to be running over the next month called the rebuy mastermind. So if you're like, yes, I need this. I need to revive my brand. I need to just up-level it and take it to the next level. And I'm ready to do that.

I'm going to be working with people to really pick apart the brand that and see what needs to stay, what needs to go, how to up-level it, how to create new offers, how to bring in new, amazing clients that want to pay you in full. So you can head on over to the show notes to get that link for the revive mastermind, Jen scalia.com forward slash E 1 0 3, as always make sure that you are subscribed to the podcast so that you don't miss an episode. And if you're loving the episodes, please leave us a positive review on iTunes. This will help us reach more amazing entrepreneurs, just like you, who are committed to creating incredible change and transformation in the world. So we'll see you back here next week, where you'll get another quick bite training to build your business from the inside out. Let's

Keep this conversation going. Join us in the private discussion group meant for millions were ambitious driven online entrepreneurs, go to get the mindset and strategy to grow and scale. Their online empires joined meant for millions@jenscalia.com slash tribe.

[inaudible].