

FULL REBRAND PROJECT

BRAND | MESSAGING | POSITIONING

BY REBEKAH TOZER





STRATEGY BRIEF

I initiated the project by conducting an in-depth client consultation, gathering essential insights into her brand and business. This comprehensive understanding formed the foundation for the entire project plan and gave a clear scope of work for the project.



INCLUDED IN PROJECT:

- Developed a premium brand message and copy
- Design a sophisticated and flexible name logo suite
- Establish a complementary brand color palette
- Write all homepage and website copy
- Design, build, and launch a website
- Brand Kit/ Media Kit with all social media assets
- Messaging Strategy
- Email Marketing system set up with all Optin sequences, drip campaigns
- Audit and scrub past content for evergreen content
- Brand Guide
- Creative Direction for Branded Photoshoot

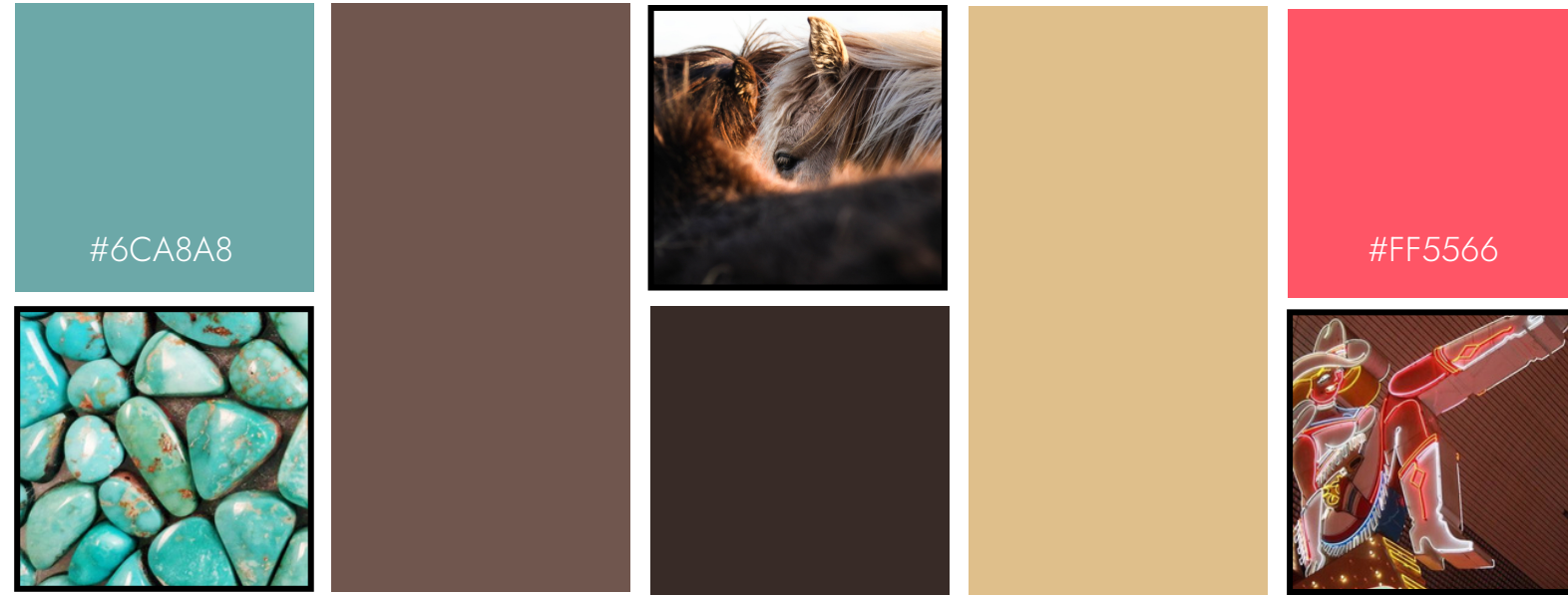


BRAND

The client sought a comprehensive rebrand and repositioning of her personal brand and business endeavors. In this project, I initiated the process by defining her brand voice, target audience, messaging, and positioning. Following that, I collaborated with a team of freelance creatives to develop, execute, and integrate design, concepts, copy, and social media strategy.

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FULL BRAND GUIDE

In addition to the brand, website, and creative assets delivered, the client also received a full brand guide with the following:

- *Brand Values*
- *Brand tone*
- *Audience challenges & goals*
- *Brand Positioning*
- *Brand Differentiators*
- *Brand SWOT Analysis*
- *Brand Unique Selling Proposition*
- *Brand Offers and Marketing Strategy*
- *Messaging Framework*



[See Brand Guide in entirety here](#)



BRAND PHOTOSHOOT

Directed a full photoshoot for all images to be used for the client's website and ongoing brand and marketing presence, Consulted on wardrobe, and provided a shot list and creative direction at the photo shoot.

Photography by Rebekah Tozer



WEBSITE

We built a brand that represented strength, integrity, and no-nonsense leadership approach that her audience knows.

The client and her services were positioned as a business leader and guide to showing her audience how to achieve their goals.

[Visit the final website here.](#)



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GROWTH COACH FOR AMBITIOUS MOMS



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MIND MANAGEMENT
BUSINESS SYSTEMS
FOR AMBITIOUS WOMEN

Whether you want to motivate a sales team or shift perspective of an entire company, Cassie will not only inspire but leave tangible action steps to follow.

[Read more about Cassie here.](#)

**SPEAKER & HOST OF THE
FIND YOUR MORE PODCAST**

Keynote Topics

- Hustle Culture Debunked: Why Slowing Down is the New Speeding Up
- How to Define the Systematic Steps to Your Personal Success
- The Body Confidence Connection: How Body Confidence Fuels Business Success
- Unlocking Your Potential: How Science backed Strategies Skyrocket Success
- Shatter Your Own Stereotypes by Overcoming Limiting Beliefs

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BRAND & MEDIA KIT

Provided a Brand Kit in Canva with social media banners & icons for LinkedIn, Podcast and Youtube.

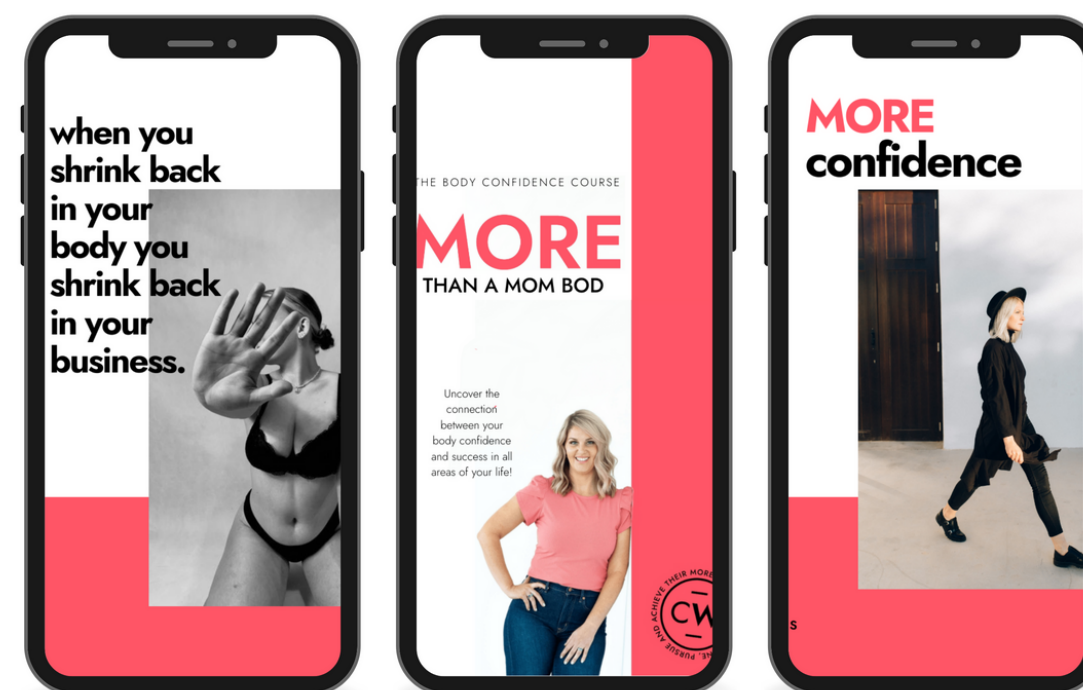
Provided a much-needed Media Kit to access on her website with photos, Bio, Logo, and Accomplishments.

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ever need...**



COURSE CREATION

Created a course in Kajabi, including all modules, with workbook, branded graphics, marketing emails, and a social media campaign.





PODCAST

Consulted on podcast art, content strategy and marketing strategy. Defined the main messaging outline and criteria for podcast episodes and guests.

[Visit the podcast here.](#)