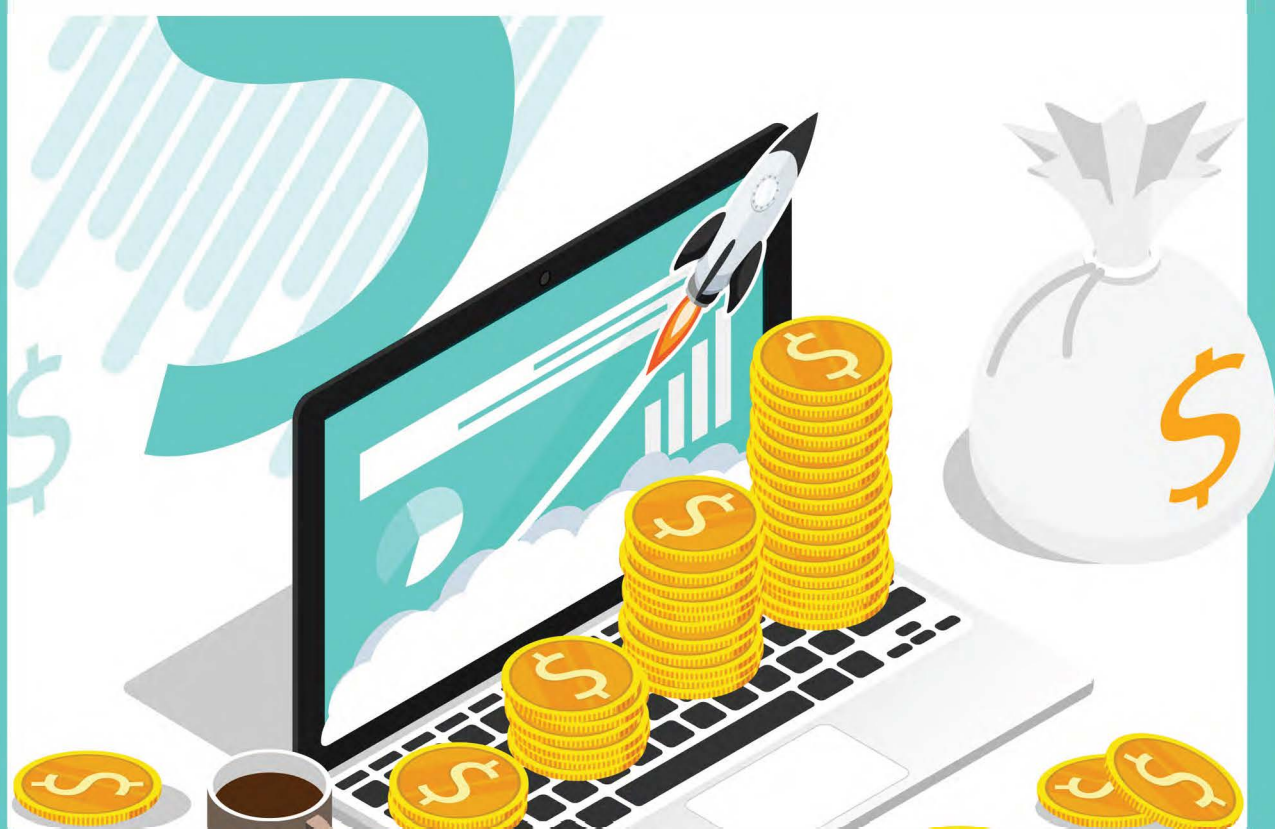




OUR  
**67-POINT**  
**CHECKLIST**  
FOR A  
**WORLD-CLASS**  
**REBRAND**





# Our **67-Point Checklist** For a **World-Class** **Rebrand**

- **Generate Dream Clients & repel Nightmare Clients**
- **Get Clarity & Confidence for your brand.**
- **Done in 7 DAYS with our cutting edge process.**

## **R**e-brands are more complicated than a bank heist.

A million steps, in just the right order, across 10 different areas of expertise... it's often a fragile, months-long process that'll make you want to rip your hair out. Worse yet, the results are usually sub-par.

### **But if it's done *right*? A perfect rebrand will:**

- Attract ideal clients & all their friends, while repelling all the bad fits.
- Convince those "on-the-fence" prospects to dive in because they trust you.
- Give you & your team confidence in the your company's vision, and clarity over **EXACTLY** what you're about, and what you don't need to waste your time and energy on.
- Give you **PERFECT** clarity about who you serve, who you **DON'T**, what you love doing, what you **HATE** doing, etc... so a million \*tough decisions\* get eliminated before they even arise.

**... and the truth is, it can be done in a couple of very fulfilling days if you have the right process to run through. Yes, even the website & logo design.**

That's why we made this guide - if you don't yet have a world-class brand, you might not know where to start; what to change, or who to call to transform your business into one that attracts the best clients and communicates the best version of you to the market.

**We want to show you the way forward.**

So if you're making high-5-to-6 figures (and want to make more) but your brand & messaging doesn't match **WHO** you are, **WHAT** you do, **WHY** you do it, or **WHO** you love to serve, then this guide is written for you.

**PART ONE: FUNDAMENTALS** is the philosophical basis for why we do things the way that we do them - and the kinds of results that our process gets for our beloved clients.

**PART TWO: FRAMEWORK** is the 67-point checklist we developed **INTERNALLY**, our exact process for taking a broken brand & lovingly crafting it around the amazing people who run it - you can start implementing **THIS** part immediately.

Thanks for downloading - let's jump right in!

**// Tim Barber**  
Founder & CEO, Growth Sites



# You Only Have One Shot At a First Impression

... and for your business, 90% of the first impressions you make are online.

## Your clients:

- Google you before they call you.
- FB stalk you online before they reach out.
- Make subconscious, snap judgments about you and the VALUE that your brand represents based on the FIRST thing they see about you, whatever it is

... all of this before you even *get a chance to talk to them*.

And it's **that** first impression that matters more than any other - when your brand is authentic to you, and tailored to your ideal prospects & their pains, needs, and desires, it will make them stick around and become RAVING FANS who bring along more folks just like them.

- They'll say "I want some of that. I want to be like that."
- You'll have their undivided attention.
- You'll no longer suffer from price-shopping prospects.
- You'll effortlessly increase your prices.
- Questions like "why should I choose you?" will be answered in their minds LONG before you speak to them.

**Are you starting to see? Your brand identity is your key to premium positioning, getting paid what you're worth, helping your favorite people in the world, and enjoying the freedom and recognition you deserve.**

It's the best version of you. It's the way that you're known in the world. And it's your NUMBER ONE sales tool.

Maybe that's good news for you - or maybe I'm making you a little uncomfortable... I think it's about to get worse.

**Listen: your brand strategy & the current state of your "first impression" is *perfectly* tailored to get the results that you're *currently* getting:**

- Lots of fussy, complaining clients?
- Clients who do everything BUT what you tell them to do?
- Folks who are dramatically under-qualified to hire you for your expertise?

Guess what? If these people are reaching out to your brand, then THAT'S who your brand is resonating with. If your social posts are bringing these people in, then they're a *perfect fit* for the message you're putting out, the brand you represent.

Does that make you proud, or a little sick to your stomach? Yeah... I thought so, but I get it.

So how do you go about getting the ideal prospects to stick around? How do you draw THEM in instead?

The problem right now is that your ideal prospects are a little confused about who you are.

Tim is a CRAZY conversion specialist who helps entrepreneurs and small business owners build high-performing websites.

**Justin Wise**





## Clarity or Confusion?

Let me tell you - that **confusion** is something I know really well. And it's something that I battle against every day at Growth Sites.

In fact, that's what I mean when I say "rebrand" - I definitely DONT mean just a new website, a new logo, or a new color scheme.

I mean a *fundamental reimagining of the very PURPOSE for your brand's existence*. A rock-solid foundation of clarity around who you are, an extreme commitment to an ideal, a vision of a better future for you and your team to work toward, and an ELIMINATOR of confusion, lack of confidence, and wishy-washy "me-too" cliches.

My team specializes in helping you stand up for who you are, what you believe in, who you love to serve, and what you do to make their lives *better*.

It doesn't matter if you're a plumber, a consultant, or a machine learning analyst. My team and I have worked with experts, consultants, and client businesses of all stripes. And the problem is the same every time...

You BORROWED somebody else's business, instead of building YOURS.

Just about everyone sets up their business to work the way *somebody else's* business works. This might lead to some traction at first, but far more often it leads to mismatched, cookie cutter choices and a disjointed feeling that leaves a bad taste in your ideal prospects' mouths - "I've seen this before, and I didn't like it last time either."

But if we ELIMINATE that confusion, and that noise - and we identify the SIGNAL that resonates with your ideal clients, we can build off of that - a proper rebrand has the power to fix ALL of those problems, and it starts with having the right **mindset** and **process** in place.

We've got the **mindset** in place now - so what's the **process** you need to run through in order to cultivate a top tier brand?

**READ ON...**

## NICE THINGS OTHERS HAVE SAID



We just got the ads up an hour ago - already 4 conversions. They all called and left voicemails. Every single one of them mentioned the website.

**Nick Christensen**



If you get the chance to work with Growth Sites, do it. The GrowthMapping process was incredibly insightful and energizing. Tim's broad base of knowledge combined with that specific to marketing and web creates a very well-rounded strategy. And of course, his positive energy is very motivational.

**Paul Manos**



Tim and his team made us a LOT of money, saved us a LOT of time, and supercharged our brand & marketing. They took care of everything; studied our business, our customers, & our process. Growth Sites took all the responsibility, took charge of the project, kept in constant touch... If you get the chance to work with Growth Sites, DO IT. It was worth every penny.

**Jim Senn**



# Ready for a **brand & site** that really **drive sales** to your **dream clients**?

At Growth Sites, we refuse to waste your time. We started OUR brand to battle back against the wasteful, lazy industry practices we saw at work all around us – **so every one of our website re-brand and launches takes only 7 days.**

We can deliver on this because we've taken MASSIVE action and built world-class processes and tools, investing tens of thousands of dollars into software, mentorship, & training to hone this process to a razor-sharp science.

The rest of this document is all about our exact process for a perfect rebrand, step by step. We share it all!

But frankly, wasted time & trial and error are often the biggest costs in business, and you don't have to pay them: it's best to get access to EXPERTS who have paid those costs and can help you avoid the pitfalls.

You can roll the dice and risk your time, energy, and money trying to figure out how to rebrand all by yourself, or you can get customized insights from an expert team about implementing this checklist and strategy into your business. There is NO pressure on our phone calls. Our goal is to figure out where you need help, and point you in the right direction, whether that's with us or not!

When you're **ready** to give your brand the respect it deserves, **ready** to take massive action to dominate your market, **ready** to start attracting your dream clients as soon as possible, **book a 15-Minute Quick Chat with us!**

<https://growthsites.com/support/quick-chat/>

## Training Courses

Jumpstart: The One-Day Ultrasound Master Class.

It's time to bring ultrasound into your practice. Learning ultrasound is a journey, and we promise to put you on the path to learning, fast.

Expected X Fundamentals Courses

Machine Learning Fundamentals with Python

Deep Learning Fundamentals with Python

Natural Language Processing with Python

Complex Variable Fundamentals with Python

Looking for Something More Custom?

Let's Talk About Your Business

## TESTIMONIALS

5 stars

5 stars

5 stars



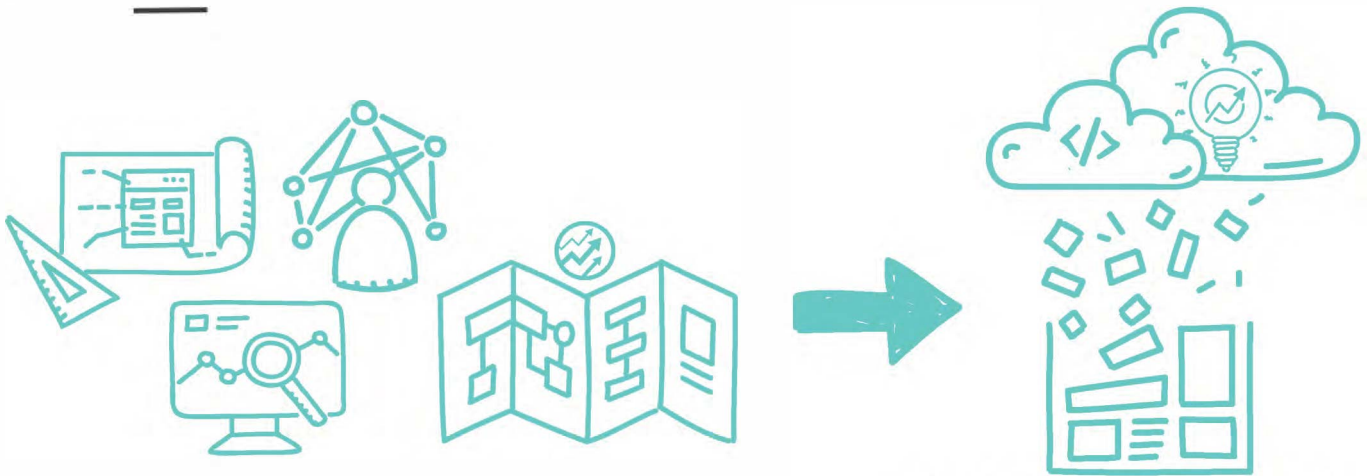


# PART TWO: FRAMEWORK

## The 50,000-Ft. View

Now, to the meat and potatoes. What follows is OUR EXACT PROCESS for pulling off a perfect brand launch. This process includes DEEP planning, research, and forecasting work, soul-searching interviews, a hyper-aggressive launch schedule using innovative processes and cutting-edge technology, and a rough estimate of when to expect your first sales.

**BOTTOM LINE:** Growth Sites gets you launched & selling MONTHS earlier than our competitors, because we focus ONLY on what matters most.



### 1) GROWTHMAP

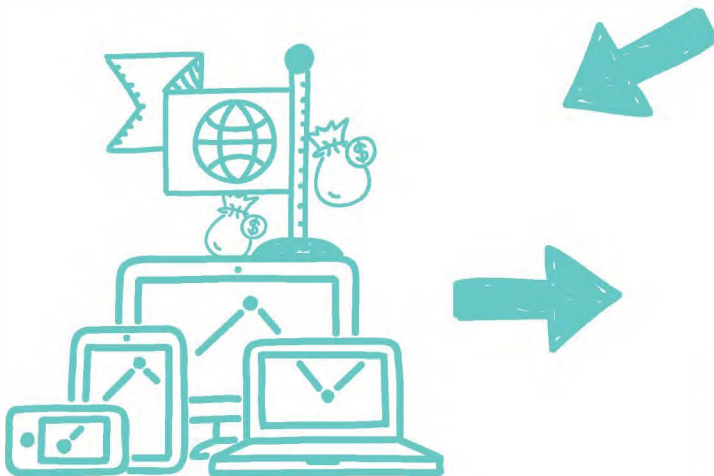
(PLANNING, RESEARCH, & ROADMAPPING)

TYPICAL AGENCY: 1 MONTH || **GROWTH SITES: 2 HOURS**

### 2) GROWTHLAUNCH

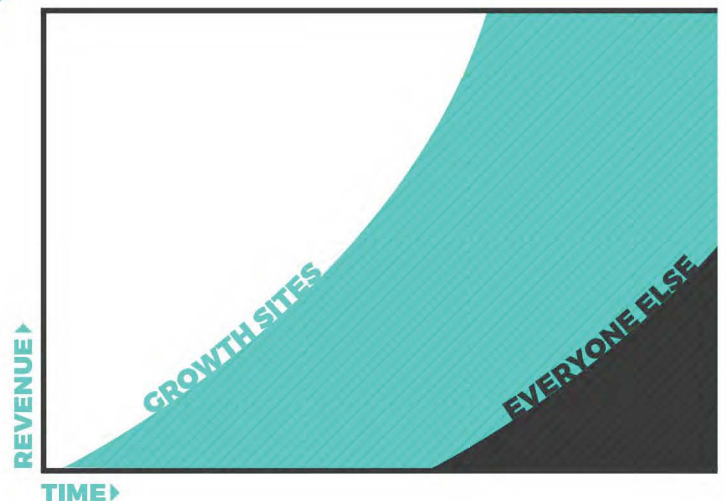
(BRAND, BUILD, & LAUNCH)

TYPICAL AGENCY: 3 MONTHS || **GROWTH SITES: 1 DAY**



### 3) GROWTHSCALE

(MAINTAIN, MARKET, & DOMINATE)



### TIME TO FIRST SALE

TYPICAL AGENCY: 3+ MONTHS

**GROWTH SITES: 1 WEEK**





# The Ground-Level View

**IMPORTANT NOTE:** These are not tasks, these are GOALS.

You shouldn't see these points on the checklist as "tasks to execute" so much as "benchmarks to hit before we can progress" - there's an order and a logical flow to them. Some of these points in the checklist comprise 10 or 15 sub-tasks that are all technical in nature. Some are 1 task that will take a very long, grueling hour or two to execute properly.

**ALL ARE VITAL.**

## PHASE 1) GROWTHMAP

Abraham Lincoln once said "If you give me 6 hours to chop down a tree, I will spend the first 4 sharpening the axe."

This is ENTIRELY about sharpening the axe for your brand. This is where all of the magic happens, all of the perspective shifts needed to change your brand for the better - they all start right here.

The GrowthMap is our first program, and our ONLY mandatory one - it's a head-clearing, eye-opening 2-hour interview where we dive DEEP into what makes you tick, what you provide, and why it matters. After the interview, we compile all of our insights into one centralized document, identify pitfalls and opportunities for major wins, and offer our sincere recommendations, along with some free, HYPER-useful resources to get you started with your rebrand, selling as soon as possible.

❑ **Make the commitment to excellence, radical change, and authenticity.**

(Many folks aren't ready for this yet - they get scared and come up with a million excuses to retreat back to **comfort** - this is the hardest step!)

❑ **Lay the groundwork in an intense, personal questionnaire.** (Best completed as an interview with someone who will press you for answers)

❑ **Nail down the CLIENT story.**

❑ **Identify all of the CLIENT'S hopes, fears, dreams, desires, pains, problems, and goals.**

❑ **Nail down the BRAND story.**

❑ **Nail down the FOUNDER'S story.**

❑ **Nail down the BRAND'S Mission, Vision, Values, and Purpose.** (Pure brainstorming and ideation)

❑ **Cut out the cliches, the obvious points, and the statements that don't contribute anything \*real\* to the brand identity.**

❑ **From all of this information, cultivate a Brand Voice.** (AS you, TO your clients, IN their frame of reference.)

❑ **Is this a new brand? See what's already in the market for the name you've chosen.**

❑ **Identify top competitors in your space, and take a stance against them.**

❑ **Evaluate the brand's main offer.**

(Does it solve a major problem for your ideal client? Is it something they NEED, something they WANT, or something you have to CONVINCE them to want? If the latter two, how can we make it a need?)

❑ **Identify key features of the MECHANISM to be built \*around\* that offer.** (Is your zone of genius 1-on-1 coaching? Call scheduling and online payments might be necessary. Going for group coaching? A drip email series might be better.)

❑ **Identify key deliverables and project aspects that need development.**

(This could be logos, presentations, letterhead, web presence, social media covers, business cards, etc - what's IMPORTANT?)

❑ **Compile it all into a centralized "brief" document - the GrowthMap.**

❑ **Review brief document with all key stakeholders.**





## PHASE 2) GROWTHLAUNCH

Our Flagship Program - we take all of the incredible insights from the GrowthMap Process and *execute them with violence* - on a 1 day intensive. Depending upon the complexity of the steps we recommended to you, it may extend to 2 weeks of implementation work, but those are rare.

**NOTE:** These tasks can get REALLY technical - if you feel your eyes glazing over, just skip this stuff.

### Here's what's important for you to know:

- Every one of these goals is MISSION CRITICAL. No matter WHO does it - these things HAVE to be done, and done well.
- We do all of this in a day, so you can get us rolling, grab a shower and a bite to eat, and come back at the end of the day with the job FINISHED.

Want to get started? Just visit here and apply for a Strategy Session so we can see if there's a good fit:

<https://growthsites.com/strategy-session/scheduler>

### ASSEMBLE YOUR TEAM

(One person can fill more than one role)

- ❑ **Brand Strategist**
- ❑ **Creative Director**
- ❑ **Project Manager**
- ❑ **Brand Designer** (Expert in color psychology, brand concept generation & logo design)
- ❑ **Copywriter** (CRUCIALLY important - and should be a direct response web copywriter - very different from a newsletter or a book)
- ❑ **User Experience Expert**
- ❑ **Web Designer**
- ❑ **Web Developer**

### ALL HANDS MEETING

- ❑ **Map out the website flow & ideal end-user experience**

(All hands on deck for this - Brand people, Design people, Messaging people all have a stake in this - it's usually best to have the GrowthMap or an equivalent handy.)

### VERBAL BRAND (COPYWRITING)

- ❑ **Continue iterating and improving the Brand Voice**

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- ❑ **Formulate a Copy Direction Sample** (for approval by client)
- ❑ **Formulate a 1-line tagline**
- ❑ **With website flow in hand, begin writing web-oriented copy for each page listed in the Project Document.**

### VISUAL BRAND (DESIGN)

- ❑ **Nail down the overall look and feel** (using the Brand Voice)
- ❑ **Identify colors** (primary, secondary, tertiary, and perhaps a Call-To-Action Color)
- ❑ **Identify on-brand typefaces.**
- ❑ **Develop textures / patterns / illustrations**
- ❑ **Decide upon an imagery style / photography style**
- ❑ **Develop 3 logo proofs.**
- ❑ **Decide upon one, then iterate to perfection.**

### VIRTUAL BRAND (DEVELOPMENT)

- ❑ **Is there an existing website? Crawl with Screaming Frog SEO, Download a backup, and submit it to the web archive** (for safe keeping)
- ❑ **Identify key technologies to be used for development & functionality.** (We use WordPress, a custom theme, Gravity Forms, etc.)
- ❑ **Procure photography / imagery that fits the visual brand.** (Great photography is more important than \*your\* photography - if all you have is iPhone pictures, use them sparingly)
- ❑ **Gather brand assets from the Visual Brand Deliverables.**
- ❑ **Create a Local development environment for your website** (you don't want to have your developer building the site live - TERRIBLE idea, for security, user experience, and "first impression" reasons.)
- ❑ **Install and Configure all base technologies, plugins, and software that will power the site.**
- ❑ **Design the home page and get approval.**

**VIRTUAL BRAND CONTINUED >>**





## ❑ Go through it again on mobile and optimize it visually, for a mobile-specific experience.

(Not every platform allows you to edit the mobile experience without making a brand new version of the site - make sure you're working with someone REALLY experienced - Mobile accounts for over half of all web traffic, and it's accelerating!)

## ❑ Save visual layouts, modules, and code snippets for re-use on other pages on the site.

## ❑ Build out all Inner Pages (About, Services, Contact Us, etc.)

## ❑ Create all forms and interactive elements for user interactions and interface.

## ❑ Make sure that ALL information (contact information, claims, button links) are accurate and up-to-date.

## ❑ Run over all the easy-to-miss details (Favicon? Theme color bar? Image and Description for SEO?)

### ON ITS NEW HOME

## ❑ Secure It with an SSL Ticket

## ❑ Enable a CDN and a Caching Solution

## ❑ Submit it to Search Console and develop an XML Sitemap

## ❑ Connect Analytics & Prepare a Dashboard

## ❑ Enable additional Firewall Security measures

## ❑ Connect to an anonymous updater / maintainer

## ❑ Test the Load Speed and fix any remaining issues.

**GREEN LIGHT BENCHMARK:** You should leave these first two phases with absolute clarity about who you are, who your clients are, and where you fit within the broader context of your entire market - and thus how best to stand out. You should also have, in-hand, a rock-solid, expert-vetted roadmap to a thriving brand and business.

Then by Phase 2, you should have this plan EXECUTED, with all of your brand materials, your compelling message, and a website ready to get selling. This is often enough to get the ball rolling; we've had clients leave these sessions and go on to start new companies and reach \$50K months within the quarter.

## PHASE 3) GROWTHKEEP, GROWTHBUILD, & GROWTHSCALE

These following steps are crucial to the ongoing success of the business. And they are where SO much of the magic happens.

Do you have existing clients and a war chest of revenue you can use for an advertising runway? Skip to the "GrowthScale" framework.

Just starting out and in need of a few early clients to get some quick wins and momentum?

"GrowthKeep" is the way to start.

We conceive of these as monthly packages which you can move into and out of freely. If you don't work with us on these, just know that we've thought long and hard about what's worked BEST, and designed our own tiers accordingly.

Want to get started? Just visit here and apply for a Strategy Session so we can see if there's a good fit:

<https://growthsites.com/strategy-session/scheduler>

### GROWTHKEEP

- ❑ • Hosting
- ❑ • Daily Backups
- ❑ • Software Updates
- ❑ • Creative Tasks (1 Hour a month)

### GROWTHBUILD

Everything in GrowthKeep, plus:

- ❑ • Security Hardening
- ❑ • Ongoing Splits Tests & CRO
- ❑ • On-Page & Off-Page SEO
- ❑ • 6 Hours of Creative Time
- ❑ • Reputation Management
- ❑ • Email Autoresponder Content/Management

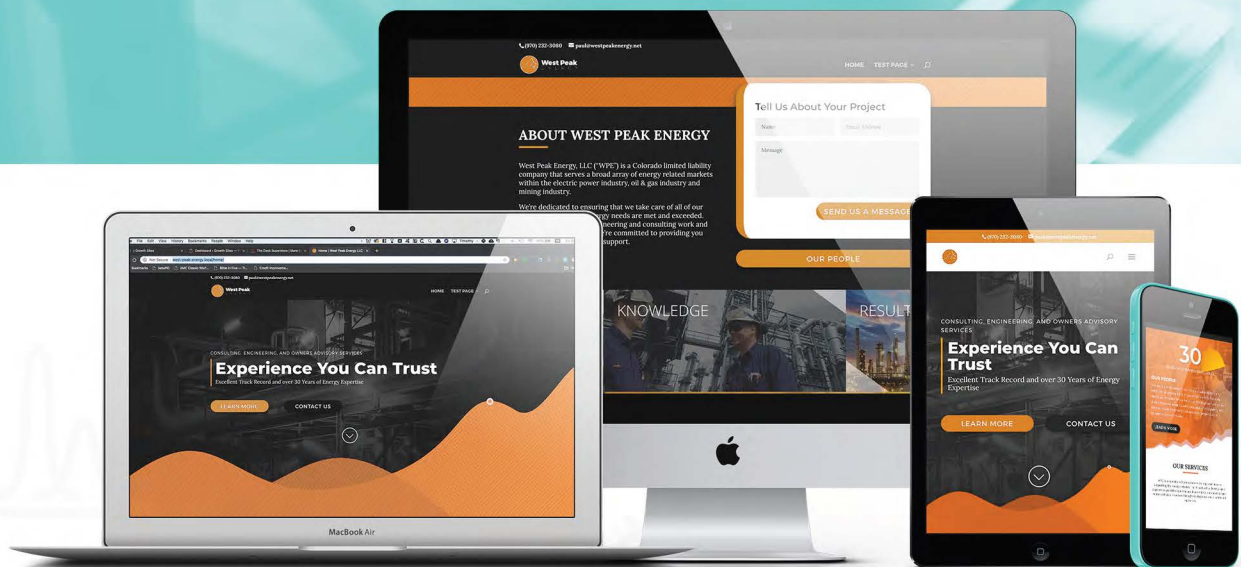
### GROWTHSCALE

Everything in GrowthKeep and GrowthBuild plus

- ❑ • Fully-Managed Digital Marketing Services (Landing Pages, Copy, Design, Advertising Management, & Campaign Optimization)



# THAT WAS THE EASY PART. THE HARD PART IS DOING IT.



<https://growthsites.com/support/quick-chat/>

