

The difference between branding and brand strategy

Subject: A logo won't fix this...

Body:

Hey there,

A few years ago, a client came to us after spending *months* on her visual branding, the logo was perfect, the colour palette was dreamy, and her Instagram looked like a mood board.

But here's the thing... she still wasn't getting the right enquiries.

She had the visuals but not the *strategy*. No clear message, no sense of who she was really speaking to, and no real way for people to understand what made her different.

And that's the mistake so many small business owners make: thinking branding = visuals.

In our latest blog post, we're talking about the difference between **branding and brand strategy** and why that gap could be the thing holding your business back.

You'll learn:

- What strategy *actually* does behind the scenes
- Why good design without direction often falls flat
- How strategy can help you attract better-fit clients and sell with confidence

We don't give everything away in the post, but it's a good one if you've ever thought, "*I've got the look, but something still feels off.*"

 [Read the blog here](#)

How brand strategy helps you charge more (and attract better clients)

Subject: The turning point in my pricing confidence

Body:

Hi there,

I'll never forget the first time I raised my prices. I'd done the maths, worked out my value... and still felt nervous pressing "send" on the quote.

What changed it for me wasn't just courage, it was clarity.

Once I had a solid brand strategy, I wasn't just guessing what to say or how to price. I understood the value I was offering, how to communicate it, and who I was really speaking to.

That's exactly what we're diving into in this week's blog:

How brand strategy helps you charge more and attract better-fit clients.

We're not talking fluff. We're talking practical shifts that take you from explaining your worth to *embodying* it so your clients see the value straight away.

👉 See how brand strategy helps you charge more

3 small website changes

Subject: The tiniest tweak that doubled clicks on a client's site

Body:

Hi there,

We once worked with a client who felt their site "just wasn't doing much."
No major issues, nothing broken but also, not a lot of enquiries.


All we changed was three small things:

One clear call to action, a simplified menu, and two strong testimonials.

Within a week? More clicks. More conversations. More confidence.

The truth is, you don't always need a full redesign to get better results.

In this week's blog, I'm sharing **3 small website changes** that can make a real impact and how to use them to guide your visitors, build trust, and help your site start converting again.

 [Read the blog](#)

Especially worth a look if your site's feeling a bit "meh" lately.