

How to know if a **BRAND REFRESH** is for you



YES. BUT FIRST, A STORY.

I sighed. It had been a long day and I couldn't wait to get home. I flipped on my headlights, only to be blinded by the reflection of a thick autumn fog.

With each bend in the mountain road, its ghostly tendrils pooled into an even denser cloud. I wove cautiously through the turns, my hands nervously gripping the steering wheel.

But it didn't matter. **I may as well have been driving blindfolded.**

Every arc in the road became a treacherous series of decisions. *Was it right or left here? And where was that one landmark?*

That same white-knuckled feeling is what happens when you're steering your brand without a clear view ahead.

IF YOU'RE THE FOUNDER, YOU SHOULDN'T BE YOUR BRAND'S DESIGNER.



I get it. You've built this thing from the ground up.

I too have felt that wild-eyed, "no one else can touch it" protective instinct.

But that's exactly why you shouldn't be the one building your brand.

You can't build a thriving, resilient brand from inside the fog.

6 SIGNS YOU MIGHT HAVE

"founder's fog" →

WHAT YOU NEED



YOU MIGHT HAVE “FOUNDER’S FOG” IF...

- 1 Every detail feels life-or-death — every color, every word, every half-finished Canva draft.
- 2 You try to say everything, and end up saying... nothing.
- 3 Your design reflects your **personal taste** and viral trends, *not* what your ideal audience actually resonates with.
- 4 You know chasing trends and algorithms isn’t a long-term solution, but you’re **too busy** to create a unique voice that actually *holds* their attention.
- 5 **Endless options**, feedback loops, and “one more tweak” cycles have you spinning in circles and second guessing yourself.
- 6 You’ve lost sight of the part of your story that actually matters to your audience.

YOU DON’T NEED ANOTHER COOKIE-CUTTER TEMPLATE.

YOU NEED A **FRESH PERSPECTIVE.**

That’s what this process does.

It takes your long origin story, your half-finished ideas, your scattered visuals and turns them into a clean, cohesive Brand Style Guide that’ll be **your roadmap for years to come.**

You built it.

I shine a light on the path.

EXPLORING YOUR OPTIONS

01. **BRAND SPRINT**

For entrepreneurs, nonprofits, and small businesses who need a strong storytelling foundation.

↳ *investment starts at \$2,800*

02. **BRAND BOOST**

For growing businesses that want consistent, multi-channel storytelling and thought leadership.

↳ *investment starts at \$4,200*

03. **BRAND OVERHAUL**

For leaders and organizations ready to elevate their voice with full-service storytelling .

↳ *investment starts at \$5,800*



in their WORDS



Working with Lily is a joy. She is easy to collaborate with and brings **genuine empathy** to each project. Her keen insights and deep understanding **guide projects to success** while bringing the brand voice to light.

Katie Stewart

Principal Designer at & Rose Creative

Lily has **significantly elevated** the communication of our organization. She brings a sense of wonder and discernment to the strategic planning of communications and **implements flawlessly**.



She is an asset to any organization seeking to make their communication **relevant** and **engaging**!

Susie Fikse

Executive Director of Hope for San Diego



Let's connect!

Message me directly at lilyjourneystorytelling@gmail.com to claim your free consultation call.

