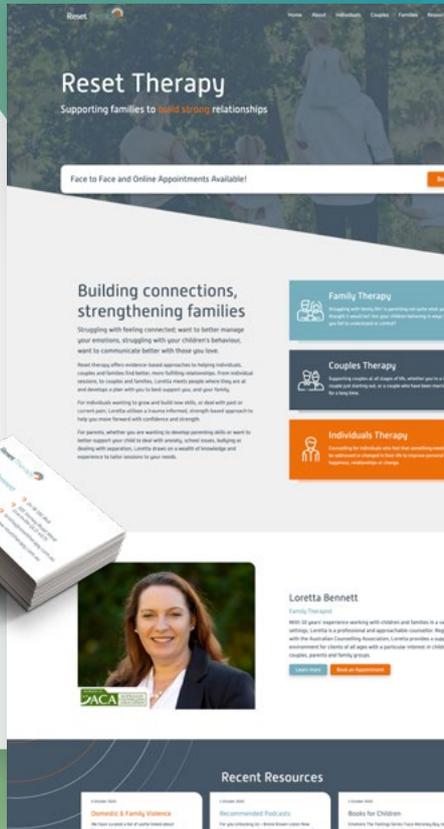




Case Study

Reset Therapy Establishing clear goals to produce a distinctive brand and website solution



Loretta's passion for building connections and strengthening families is evident in the way she speaks, her professionalism and her dedication to her clients.

Reset Therapy offers evidence-based approaches to helping individuals, couples and families find better, more fulfilling relationships. From individual sessions, to sessions for couples and families, Loretta meets people where they are at and develops a plan to best support you, and your family.

Leaving full-time work to start her business in September 2020 was a major decision for Loretta and her family. She knew it would take time to establish a regular income, build her reputation as a quality care provider and practice work life balance, but the timing was right for her. COVID-19, with all its challenges, was teaching us new ways of doing things, including therapy sessions being conducted online. This was Loretta's opportunity to develop a business where she could grow, support, and learn.

Loretta and her family were looking for a designer with whom they could establish a trusted relationship and be guaranteed long term support. Through a recommendation, they engaged our services to develop a distinctive brand and website that would handle appointment bookings online.

Loretta is based in Brisbane. When asked to describe her experience of working with a supplier in another state, Loretta commented that there had been no barriers and that she had enjoyed the online process. She felt supported even with the distance and was appreciative of our processes, forcing them to consider their goals, aims and intentions.

"Engaging WWWWART to design our website made us consider our entire branding solution and long-term business goals. Without looking at the solution holistically it would not have come together so successfully. I needed a professional brand. I needed to stand out from other therapists in my area. To compete with psychologists, my services, skills and experience needed to be presented professionally.

Fiona's business advice and mentoring series are invaluable. She offers a whole package. It was like she was invested in making my business a success. With every phone call, I came away with a couple of ideas and suggestions to help me focus and improve things. It was about the bigger picture. She cares about how we are representing our brand. She took the time to get to know what we were about so that she and her team were able to put that into our brand and website.

By working with WWWWART we have now produced something really professional, giving me increased confidence to operate my business, compete in my chosen market and support my clients."

Loretta Bennett • Reset Therapy

✓ The Challenge

Loretta was struggling with her business goals and aims and how she wanted to position her business. A family member had produced a basic website, but it didn't represent her well or look professional. There was no brand identity, online bookings, or resources in place. She was not looking or feeling equal to her competition.



✓ The Approach

WWWART Design Services offers a holistic approach to branding and website design. Through our process we challenge clients to consider their entire brand solution. Working through our Brand and Website Strategy Workbooks enables clients to critically consider who they serve, why they serve and how they serve. Enabling them to establish clear brand identity goals.

Through a collaborative process we worked with Loretta and her family to design a logo, marketing material and a website that embraced her vision. We listened to her ideas, offered sound advice, and stepped her through the various stages of the project. When hard conversations about design aspects were required, we empowered her to provide constructive feedback to enable us to produce a quality brand of which she could be proud.



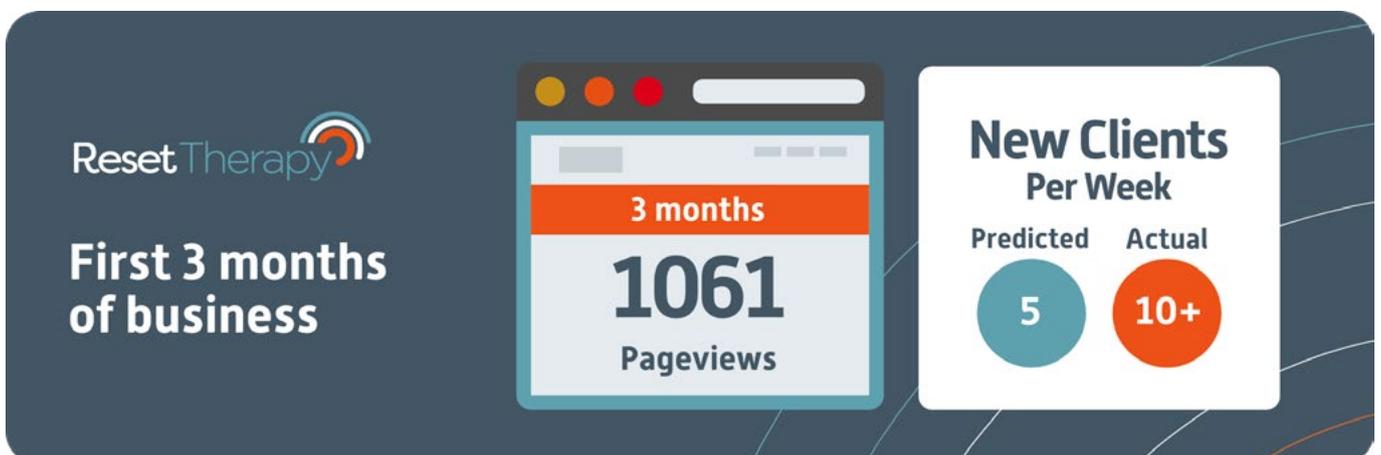
Results

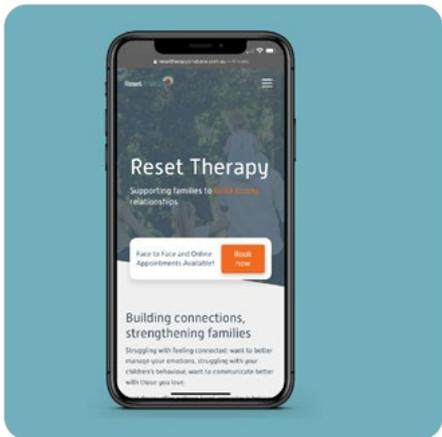
"The branding has assisted with the initial success of the business - many colleagues were suggesting we would only have around five clients a week when we started but we averaged 10+ clients per week. By the end of the first month, we were at 15+ clients per week. My goal is to average 20 clients per week while starting out."

Loretta Bennet
Reset Therapy

✓ Return on Investment

"You helped to validate ideas we had been discussing and you helped us step out with confidence. We are consistently gaining 2-3 new clients per week. The professional brand has given colleagues and clients confidence to refer and access our services."






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