

That wasn't the end of that email sorry read this one instead

Life laundry

A self employed duo that help their clients "clean up" their lives through their motivational talks and expert advice. Experts in public speaking and both with experience of turning their lives around from bad to good they use their knowledge across the UK, helping people realise their potential - at work or their personal lives. They teach of simple, but highly effective ways, to rid your life of bad energy and people that will hold you back. They do sessions with individuals and become a big part of their lives to help solve their issues with them, and they also do seminar sessions which can be for whole company staff members or just for the general public. Their rates are fair and they offer a reduced fee if you don't think they have succeeded but they have a very high success rate! They want to rebrand their company as they are heading to America to work their making their market bigger!!

In simpler terms:

Two people who help their clients improve their lives; emotional, personal or work lives. They do this in two ways: they work with their clients getting involved in their lives before helping them realise what needs to be done to improve them e.g. Getting rid of bad people and negative energy or finding a new job/hobbies; and they also give public lectures giving advice on a more general scale this is sometimes to the general public but also can be booked to talk to companies on a whole to help improve that companies output! They "clean up" peoples lives, their prices are reasonable and they run on a in you don't see success you don't have to pay for their one to one sessions but they have high success rates!! They are starting their business over in America after being successful in the uk so they want a rebranding!!

The brand values/ three words:

Success, care and improvement

Persona:

Barry, 44 for Kidderminster is a bank assistant. Divorced with two children - Meg,15 and Luke, 18. Luke found the divorce difficult and so doesn't get on with his dad, Barry wants to sort this out, meg is very much a daddy's girl and so their relationship is still good. Barry is very unhappy in his job but lacks skills, his money goes towards making sure his children have what they need and that his ex wife can still afford to keep the house the children grew up in so that the children's lives didn't change too much. He works long hours and most days takes his work home with him but spends some evenings and most weekends with meg and sometimes with Luke as well. Him and his ex wife are still on good terms with each other, the divorce wasn't a messy one and their first thoughts are always their children. Barry tried internet dating but found he didn't enjoy it as he doesn't want to find someone before he is happy with his life. He has an American bulldog which he enjoys walking and he sometimes goes to the pub with his friends on a Friday night but work and his children mean he doesn't

have many hobbies other than this. He is on the Acorn scale at comfortable living, he's great with his finances and has always saved money but he hopes spending some on "cleaning up" his life will mean he can better it and earn more money so he can help his children with their futures. Barry wants the help of the company to help him solve the issues and improve the relationship with Luke and then improve the other aspects of his life even if it means helping him find another job or courses to do to further his education that way.

Hope this all helps

Hannah