

Are you rebrand ready?

2026 CHECKLIST



Thinking about rebranding in 2026? Before you dive in, make sure you've ticked these boxes:

1. DEFINE YOUR WHY

Do I have a clear reason for rebranding?

Is it to reach a new audience, reflect growth, or fix inconsistencies?

2. KNOW YOUR AUDIENCE

Who are my ideal clients for 2026?

What do they value most (style, tone, professionalism)?

3. AUDIT YOUR CURRENT BRAND

What's working well that I want to keep?

What feels outdated or confusing?

4. CLARIFY YOUR BRAND STRATEGY

Have I defined my mission, values, and personality?

Do I know how I want to position my business?

5. PLAN YOUR BUDGET & TIMELINE

Have I accounted for design, website updates, and marketing materials?

Do I have a realistic timeline for rollout?

6. PREPARE YOUR ROLLOUT

How will I announce the rebrand to clients and followers?

Do I have a plan to update all platforms consistently?

PRO TIP:

Start with a brand audit before committing to a full rebrand. It helps you identify what's working and what needs improvement.

READY TO EXPLORE YOUR BRAND'S POTENTIAL...

Book your free brand audit today!

