

## Case Study

# The Divine Pivot



**Ashley**

**Ash Constance Christian Lifestyle Brand**

*Ash Constance aims to leave every woman she encounters feeling closer to God, equipped with new knowledge and feeling fab through healthy hair living, awareness of your inner beauty through God's eyes, and self care of your mental and physical health.*

## Breakdown

Ashley, a mom, Christian entrepreneur, and hair care expert, came to us looking to launch her singature beauty and lifestyle community for women of God. As a 10-year veteran in the hair industry and anointed Christian CEO, she was ready to help others discover their truest identity and most beautiful selves by seeking and surrendering their lifestyle to Christ.

## Challenges

### Existing Trademark

- Through our research we discovered that the initial program name that Ashley came to us with was already trademarked by another business in the category.

### Rapid Personal Evolution

- As an avid learner, Ashley was constantly experiencing new things and discovering new information that further developed her personal voice as a thought-leader. She needed a platform that evolved as quickly as she did.

## Results

Rather than focus solely on a community in one area, we helped Ashley create a powerful Christian lifestyle brand that allowed her to stay nimble and produce offers in any lane that God called her to. She left with a new name, brand kit, website, business plan, brand marketing framework, social media strategy, and of course, we still helped her lay the foundation to launch the signature community that she originally came to us for.

