

**MCAST STUDIOS**

BRAND SYSTEMS • WEB • CONTENT

**LOCAL**



**EMPIRE**

The rebrand framework for turning a 5-star local business into a category leader.

# The Foundation That Makes a 5-Star Business Look, Feel, and Sell Like a Leader

This framework is built for businesses that already deliver excellent service, but their online presence does not match their real-world results. The goal is simple: upgrade perception, remove friction, and install a repeatable growth engine.

**Typical starting point:** no real website, no consistent identity, no marketing system.

**Outcome:** a premium brand foundation that scales - without relying on random posting or referrals alone.

## How to Use This

- Run steps 1–3 first (clarity + offer).
- Then build steps 4–6 (identity + website + proof).
- Finally install steps 7–10 (content, lead flow, launch, maintenance).

## 1) Diagnose the Reality (Audit)

**Goal:** Find what is breaking trust and conversion before you design anything.

- First-impression scan (Google, Instagram, website, reviews)
- Offer clarity check (what you do, for who, why you)
- Proof strength check (reviews, results, photos, authority)
- Friction map (how people book/buy/contact)

**Deliverable: 1-page scorecard with priorities (Fix First / Fix Next / Later).**

## 2) Positioning (Own a Lane)

**Goal:** Stop looking like 'another local business' by claiming one clear lane.

- Category definition (what market you compete in)
- Ideal customer (who you are built for)
- Differentiator (what you do better than anyone nearby)
- Promise (the outcome you deliver every time)

**Deliverable: 1 positioning statement + 3 proof points.**

## 3) Offer Architecture (Make It Easy to Buy)

**Goal:** Turn confusion into confidence with packaging that makes sense in 10 seconds.

- Create 3 tiers (Good / Better / Best)
- Define outcomes and inclusions per tier
- Add upgrades and add-ons (high-margin)
- Set policies (warranty, revisions, scheduling, deposits)

**Deliverable: 1-page packages sheet + intake questions.**

## 4) Brand Identity (Look Like the Price)

**Goal:** Build a consistent visual system that instantly signals quality.

- Logo set (primary, secondary, icon)
- Typography + spacing rules
- Black/white base with one optional accent
- Photo/video style rules (lighting, angles, textures)
- Template system (posts, stories, thumbnails)

**Deliverable:** Mini brand guide + template pack.

## 5) Website = The Headquarters (Convert Trust)

**Goal:** A real home base that stacks proof and converts visitors into bookings.

- Home: promise + proof + one clear call-to-action
- Services: packages and outcomes (no guessing)
- Proof wall: reviews, results, before/after
- About: authority + story + standards
- Contact: fast booking path (call/text/form)

**Deliverable:** Live website (mobile-first) + basic local SEO setup.

## 6) Proof System (Make Trust Automatic)

**Goal:** Collect and present proof like an empire—every week.

- Review capture script + direct Google link
- Before/after capture rules (consistent angles, lighting)
- Testimonial prompts (short, specific, outcome-driven)
- Case study format (Problem → Fix → Result)

**Deliverable:** Proof library folder + request templates.

## 7) Content Engine (Repeatable Weekly System)

**Goal:** Install a posting rhythm that is easy to maintain and hard to ignore.

- 2 proof posts/week (reviews, results, transformations)
- 2 education posts/week (tips, myths, behind-the-scenes)
- 1 authority post/week (process, standards, team)
- Stories daily: proof, availability, BTS, answers

**Deliverable:** 30-day content plan + reusable formats.

## 8) Lead Flow (Turn Views Into Customers)

**Goal:** Make your attention convert—without chasing people.

- One primary CTA at a time (DM keyword or booking link)
- Simple intake form (qualify fast)
- Follow-up script cadence (Day 0, 1, 3, 7)
- Pipeline stages (New → Contacted → Booked → Completed)

**Deliverable:** Scripts + pipeline stages + tracking sheet.

## 9) Launch (Make the Rebrand a Moment)

**Goal:** Create a public reset that signals: new chapter, higher standard.

- Tease (3 days): problems you solve, standards you keep
- Reveal day: new visuals + new promise
- Proof week: results, testimonials, behind-the-scenes
- Offer week: limited spots or limited-time bonus

**Deliverable:** 14-day launch calendar.

## 10) Maintain (Protect the Empire)

**Goal:** Consistency is the moat. Keep the brand sharp and the engine running.

- Weekly proof collection (non-negotiable)
- Monthly content review + backlog build
- Quarterly offer refresh (tiers, pricing logic, upgrades)
- Quarterly website update (fresh proof + SEO)

**Deliverable: Maintenance SOP (monthly checklist).**

### Empire Checklist

<b>Clarity</b>	<ul style="list-style-type: none"> <li>• Positioning statement is one sentence.</li> <li>• Packages are 3 tiers with outcomes.</li> <li>• One primary CTA.</li> </ul>
<b>Credibility</b>	<ul style="list-style-type: none"> <li>• Proof wall exists (reviews/results).</li> <li>• Photo style is consistent.</li> <li>• Case studies follow one format.</li> </ul>
<b>Conversion</b>	<ul style="list-style-type: none"> <li>• Website is mobile-first and fast.</li> <li>• Booking path is frictionless.</li> <li>• Follow-up cadence is defined.</li> </ul>
<b>Consistency</b>	<ul style="list-style-type: none"> <li>• Weekly proof collection is scheduled.</li> <li>• 30-day content plan exists.</li> <li>• Monthly review is on calendar.</li> </ul>

Built by MCAST Studios. Black & white by design: clarity over clutter.