SMART WEBSITE DESIGNERS
www.smartwebsitedesigners.co.uk

1:1 MENTORING · SESSION GUIDE

Rebrand with AI

Fresh logo ideas, colours, a brand voice and matching templates, created with AI, without agency prices.

DURATION	FORMAT	INVESTMENT	INCLUDES
90 minutes	1:1 on Zoom or in Swansea	£175	Written action plan

For example: A cleaning company swaps a dated logo and mismatched flyers for a fresh, consistent look.

Who this session is for

- Your logo or look feels dated or homemade
- Your van, website, flyers and social media all look different
- You cannot justify agency prices for a rebrand

By the end, you will

- Get clear on how you want customers to see your business
- Explore logo, colour and font ideas with AI
- Write a short brand voice, so everything sounds like you
- Create matching templates for posts, flyers and quotes

What we will cover in 90 minutes

Every session is built around your business. Timings are a guide, and we always go at your pace.

0–10 mins	**Welcome and your business today** How you look now, and how you want to be seen.
10–25 mins	**Who you are for** Your customers and what makes you different.
25–50 mins	**Ideas with AI** Generate and refine logo, colour and style ideas.
50–65 mins	**Your brand voice** A simple guide to the words you use and avoid.
65–80 mins	**Templates that match** Canva templates for posts, flyers and quotes.
80–90 mins	**Your action plan and questions** Agree what you will try this week and ask anything you like.

What to bring

- A laptop or tablet
- Your current logo and examples of flyers, posts or vehicle signs
- Two or three brands you like the look of

What you will take away

- A shortlist of logo and colour ideas
- A one-page brand guide
- Matching templates, ready to use
- Your written action plan



YOUR MENTOR

Ian Brealey

Ian is a qualified tutor and Internal Quality Assurer (IQA) and a former Head of Training at Gower College Swansea. He has run Smart Website Designers for 10 years and uses AI and automation every day in his own business. He helps tradespeople, shop owners and service businesses save hours every week, and explains everything patiently, in plain English, at your pace.

How booking works

1

Book a free chat

A free 30-minute call to make sure the session is right for you.

2

Pick your date

Choose a time that suits you from Ian's live calendar.

3

Meet with Ian

On Zoom from anywhere, or in person in Swansea.

4

Get your plan

Receive your written action plan after the session.

Ready to book? smartwebsitedesigners.co.uk/business-mentoring

Questions first? Email ian@smartwebsitedesigners.co.uk or call 07305 319667

This is practical business mentoring. It is not financial, legal or tax advice; for those matters, please speak to a qualified adviser.