



# Brand Therapy

**Mayer Silver**

Brand Therapist

Headspace Creative Inc.

# Table of Contents

<b>What is Brand Therapy?</b>	<b>3</b>
<b>Does my brand need therapy?</b>	<b>6</b>
<b>Brand Therapy interventions</b>	<b>10</b>
<b>Can we do just talk therapy?</b>	<b>13</b>
<b>The therapist's 9 promises</b>	<b>16</b>
<b>Show me your credentials!</b>	<b>18</b>

What is  
Brand  
Therapy?

Brand Therapy is my signature method of brand development and (re)positioning. As an investigative, client-curious approach, it parallels many techniques, and promotes some of the same outcomes, as conventional therapeutic processes.

**Before your Freudian defenses kick in—I'm no shrink, life coach, or business consultant. Just a specialist in competitive analysis, brand conceptualization, and creative copywriting.**

The new title was a gift from a client. In a heated GTM debate, he yelled, "That's your opinion as a brand therapist." Context notwithstanding, I adopted it:

**My name is Therapist. Brand Therapist.**

# Objectives

Objective 1:

---

**Discovering your  
brand's true identity**

Is it a he? A she? A they?

Where does it belong?

What are its hopes and dreams?

Objective 2:

---

**Correcting  
maladaptive behaviors**

Does it say one thing and do  
another? Run in bad company?

Fall for the latest trend?

Objective 3:

---

**Integrating it into  
society (again)**

Can it develop healthier habits?

Deliver on its values? Command  
respect?

Does my  
brand need  
therapy?

Well...

**Did your brand have a poor creative conception/upbringing?**

**Has it ever been told it is unworthy, less-than, or destined to fail?**

**Was it shuffled around from (market)place to (market)place without developing roots?**

**Does it lack a sense of self or juggle multiple/fragmented personalities?**

**Does it still feel like an outsider among those it's trying to engage?**

**Does it carry internalized shame or fear of speaking/standing up?**

**Does it ever resort to passive-aggressiveness or verbal abuse when communicating with clients?**

**Does it have a hard time forming healthy, long-lasting, mutually beneficial relationships?**



# The good news is that Brand Therapy isn't just for those changing course. It's for all who want to grow their brand's clarity, esteem, and revenue:

- ✓ Business owners who want cohesion across their company.
- ✓ Entrepreneurs who need to market-proof their latest idea.
- ✓ Moms, pops, bricks, mortars, and others looking to go big.
- ✓ Agencies and artists trying to iron out their corporate outfit.

---

In a line: Brand Therapy works for anyone willing to put in the work. Kind of like 'real' therapy, isn't it?

Brand  
Therapy  
interventions

# The type of intervention you need depends on where it hurts:

If your brand doesn't **look** the part,  
I recommend **physical** therapy.

If your brand isn't **positioned** correctly,  
I recommend **occupational** therapy.

If your brand doesn't **conduct** itself right,  
I recommend **behavioral** therapy.

If your brand doesn't **communicate** well,  
I recommend **speech** therapy.



### **Physical Therapy**

Evaluates your brand's look and feel, digital presence, and leadership reputation.



### **Occupational Therapy**

Focuses on the position your brand occupies in the market and in the consumer's mind.



### **Behavioral Therapy**

Corrects your brand's internal/external attitude, culture, and mentality.



### **Speech Therapy**

Perfects your brand's messaging, literature, and client/vendor interactions.

Can we  
just do  
talk therapy?

Of course.

---

Talk therapy, otherwise known as psychotherapy, can be a valuable step in your Brand Therapy journey.

You may discover that you don't need other interventions. Or, you may identify exactly which intervention(s) your brand needs most urgently. Talk therapy can also serve as a periodic check-in/checkup long after you're done with more intensive Brand Therapy.

**In other words, let's chat. I will never sell you anything you don't need.**





---

## **I'm all ears.**

To help make the world listen, first I do.

---

## **This is a safe space.**

I never ridicule ideas/attack your character.

---

## **I'm HIPAA-critical.**

All you say is client-therapist confidential.

---

## **Families welcome.**

A brand can be the brainchild of 2 parents.

---

## **With you, not on you.**

I have no biases. This is a collaboration.

---

## **Done when you say.**

Therapy is effective when you feel it is.

---

## **You're right to try.**

I support moonshots, but never patronize.

---

## **It's always 1:1.**

Even when my team helps, I'm hands on.

---

## **I may report you.**

If you're a danger to yourself or your brand...

Show me  
your  
credentials!

Well...

I'm no psychologist, because that's a protected term. I'm no psychiatrist, either.

I don't believe in sugar pills, silver bullets, or magic potions that chemically alter your brand.

**I do have results, though.**

I also have a focused, hand-selected team. Together, we do right by each client and every single deadline. Our multidisciplinary talents include market research, brand strategy, copywriting, SEO, screenwriting, translating, proofreading and more.

Over the past **14+ years**, we have contributed to **\$20,000,000,000** in equity/debt raises, consumer sales, and licensing values. We're that good. Or damn lucky.

**Don't just put a band-aid on it.  
Get to the (he)art of the matter.**

 **Schedule a session today.**



**Copyright © 2021 Headspace Creative Inc.**  
All rights reserved and defendable in court of law.