



# Best Practices for Rebranding Your Business

*This is an extra resource to go along with the original article:  
[How to Effectively Rebrand Your Business Without Losing Customers](#)*

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- ★ Be clear on why you're rebranding
- ★ Research your customers and find out what they really want
- ★ Get your team onboard early
- ★ Make it easy for your team to participate in your rebrand
- ★ Notify your customers of the rebrand
- ★ Get your most loyal customers involved in the process
- ★ Share the story of your rebrand (including your reasons) on a dedicated landing page
- ★ Allow your business' core values to guide your rebrand
- ★ Remind your customers who you are during the transition