

# Worst of All Design

## HOW TO BADASSIFY™

### 5 WAYS TO BADASSIFY YOUR BORING BRAND

#### 1. Trim the Fat

Erase half the copy on your homepage...

...then erase the other half. Replace all that with 4 sentences or less describing why you are so badass. If you need more sentences than that, you are not badass. Your SEO will thank you for it, too.

As interesting as you may find the details of what you have to say about what you do, your client, much like you, does not want to read the list of features. Simply convey why I am the best to solve the problem. So how can you say that in 4 sentences or less? It's simple but not easy.

In other words, trim the fat.

#### 2. Cut the Crap

Get rid of jargon...

...on your website and in your elevator pitch. Yes, you know exactly what we're talking about. If your industry uses those words often, you're better off saying almost anything else.

holistic  
approach  
innovative  
solutions  
full-service

creative  
custom  
we care  
hello-world  
strategies

#### 3. Get Over Yourself

"We" don't care

So you have two dogs, like biking and long walks on the beach? Congrats, but does it really need to be on your about page? Your website needs to be about why you are so badass as it relates to helping your customer! That's. It. Capiche?



#### 4. Get With It

Free and cheap tools

Take the time to set them up and learn them and your business and brand will thank you:

**Squarespace** (website, ecommerce),  
**Moo.com** (business cards/marketing materials),  
**Mailchimp** (easy newsletter),  
**Quickbooks** online (online accounting software)\*



\*Badass Brands know their numbers

#### 5. Take A Shot

...of your own medicine.

Whatever you sell, make sure you do it impressively for your own business. None of this "shoe maker's son has no shoes" BS. Badass brands don't just talk-the-talk, they walk-the-walk, with gusto.

