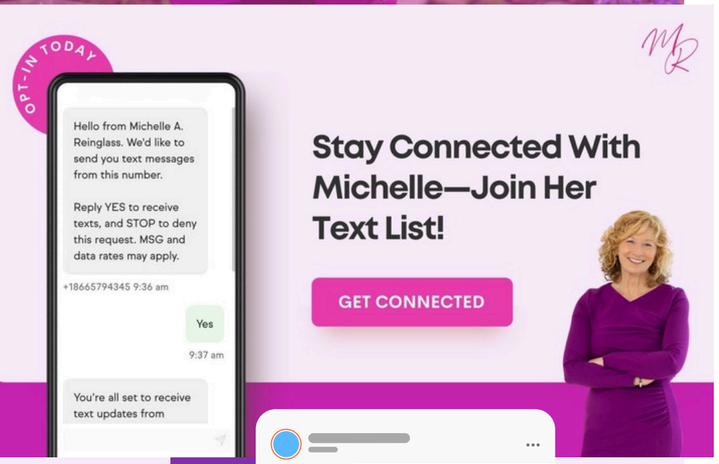
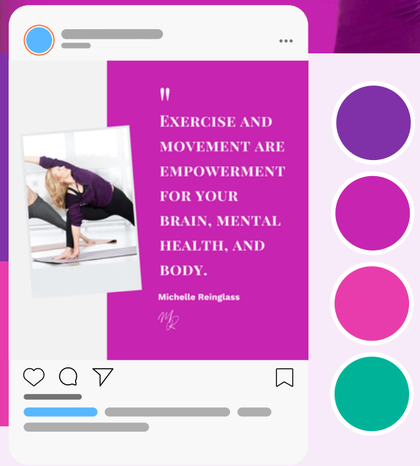
Michelle Reinglass

Creative Brief







Books

STORIES THAT INSPIRE.

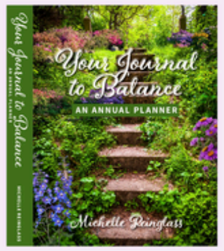
Michelle is a contributor to two best-selling anthologies on empowerment, healing, and growth:

- Women Who Empower – 30 stories of resilience and self-discovery
- Leading With Legacy – 20 stories from trailblazing women

Her upcoming solo book, How to Break Free from the Addiction to Busy, offers a transformative roadmap to finding lasting balance.



COMING SOON!



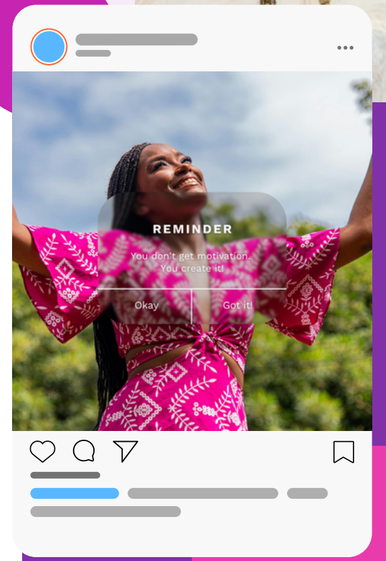
Michelle's Journal is a daily planner and reflection guide with weekly lessons



SPOTLIGHT MOMENTS

#1 Amazon Best-Selling Author
Stories that spark change

Award-Winning Mediator & Lawyer
Resolving conflict with impact



Creative Brief

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02. *Brand Repositioning & Rebranding Strategy*

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03. *Coaching & Mentoring Services*

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04. *Marketing, Branding & Communications*

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06. *Image Consulting & Styling*

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07. *Final Thoughts*



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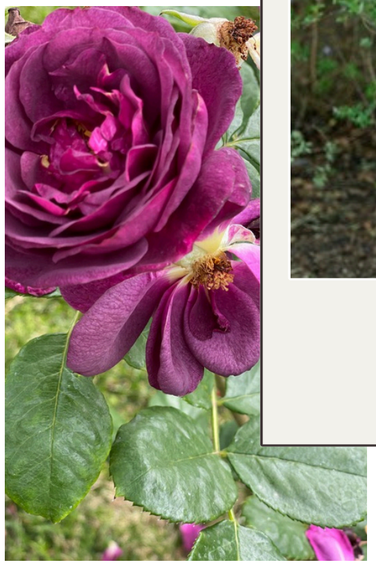

Michelle Reinglass

Introduction

Michelle Reinglass

Award-Winning Mediator | Former Attorney | Balance Expert

Award-winning mediator, former attorney, and balance expert Michelle Reinglass is a globally recognized thought leader, best-selling author, and speaker. She is known for her groundbreaking work on “breaking the addiction to busy” and guiding high-achieving individuals toward sustainable balance, clarity, and fulfillment.

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Brand Repositioning & Rebranding Strategy

Michelle Reinglass

Brand Positioning Statement

Michelle Reinglass is a trusted authority at the intersection of leadership, balance, and personal transformation—guiding high-performing individuals to redefine success without burnout, and to lead lives of purpose, clarity, and alignment.

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Objective

To redefine Michelle's brand in a way that honors her distinguished reputation as a high-powered mediator while expanding her presence into the self-help and personal transformation space—clearly differentiating her in a crowded marketplace.

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Brand Repositioning & Rebranding Strategy

Michelle Reinglass

Strategy & Execution

- Developed a distinct and compelling value proposition that bridges Michelle's legal authority with her expertise in balance and well-being
- Positioned her as a trusted guide for high-net-worth professionals and high achievers who are "addicted to busy" and seeking meaningful change
- Articulated her expanded services in a way that remains inclusive of women and individuals embracing different life paths, ambitions, and paces
- Elevated messaging to reflect credibility, wisdom, approachability, and global relevance



Result

A refined, differentiated brand that aligns power with presence, ambition with balance, and success with sustainability.



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Coaching & Mentoring Services

Author Visibility, Voice & Launch Strategy

Elevating stories from idea to impact—on the page, on camera, and in the marketplace.

Mary supported Michelle through an integrated visibility process—refining her voice, strengthening her on-camera presence, and shaping a strategic book and journal launch. From writing and editing support to scripting, media preparation, and best-seller launch strategy, Mary ensured Michelle's message remained cohesive, confident, and aligned across every touchpoint—creating momentum that extended well beyond publication.

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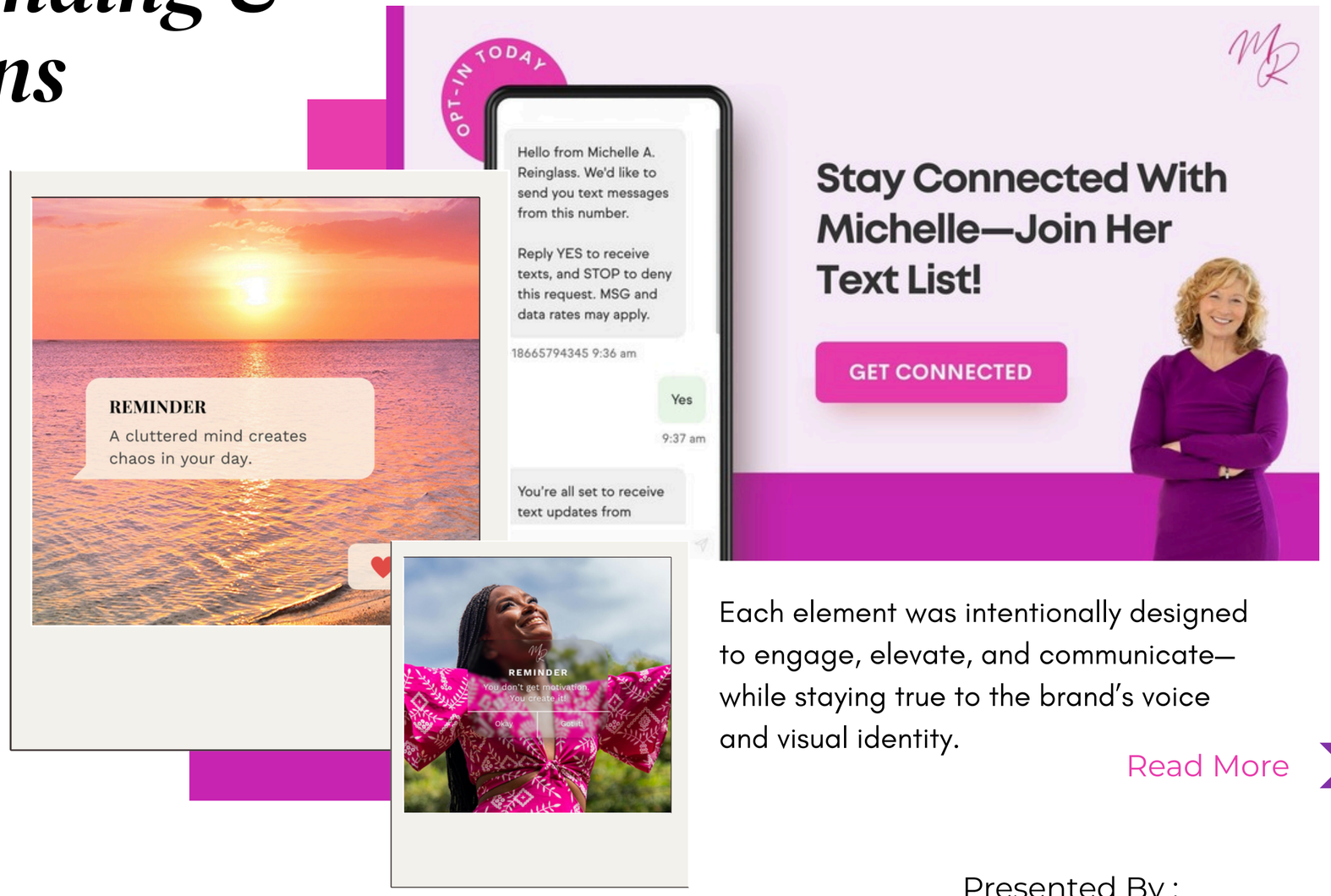
Marketing, Branding & Communications

Creative Direction & Brand Expression

To establish a cohesive and elevated brand presence, the following creative touchpoints were developed:

Brand Creative Direction
Website Design & Messaging
Book & Journal Design
Social Media Strategy
Advertising Collateral
Brand Color Palette &
"Sound Bites & Site Bites" —
Strategic Communications
Direction



Each element was intentionally designed to engage, elevate, and communicate—while staying true to the brand's voice and visual identity.

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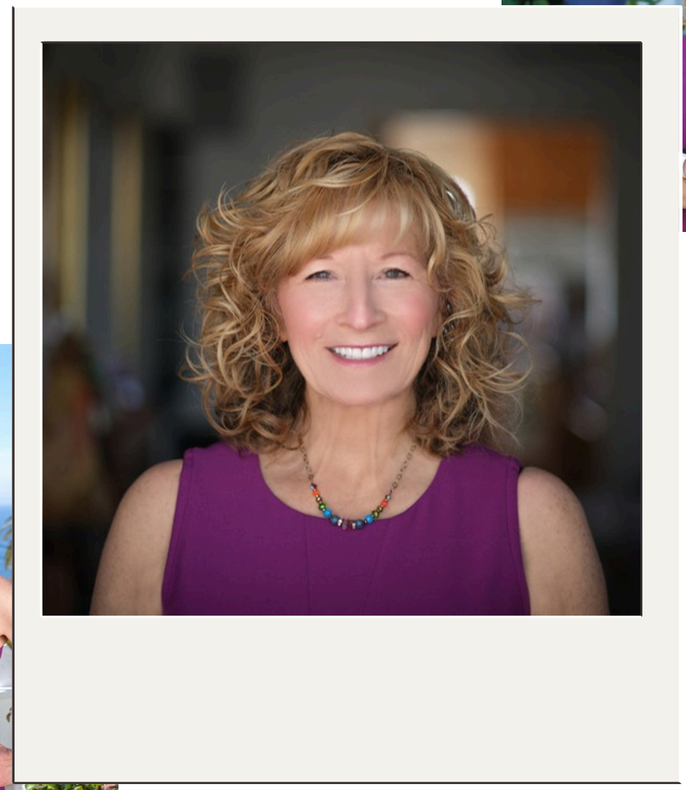
Visual Production

Framed with Purpose







Storytelling Through Imagery & Motion

To bring the brand's presence to life visually, Mary led creative direction and production across editorial photography and branded video.

From concept development and art direction to shoot production and execution, each visual asset was intentionally crafted to capture presence, personality, and purpose—creating a cohesive visual narrative that communicates the brand through both imagery and motion.



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Image Consulting & Styling

Style with Purpose



Mary provided image consulting and personal styling support to ensure Michelle's visual presence aligned seamlessly with her brand and message.

Through wardrobe and color consulting, personal styling, and curated shopping, each look was intentionally selected to enhance confidence, authenticity, and on-camera impact—creating a polished, cohesive image that felt both elevated and true to Michelle's personality.



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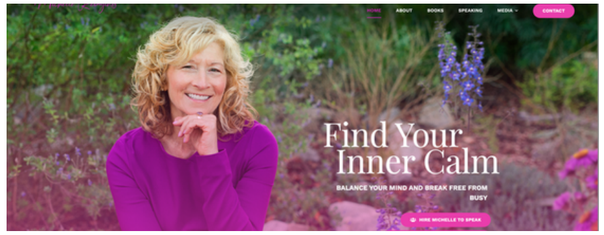



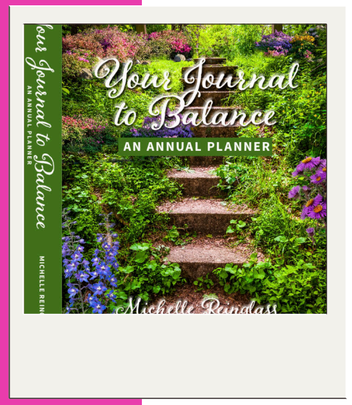



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Final Thoughts

A Celebration of Clarity, Presence & Transformation

A purposeful fusion of strategy, style, and storytelling that brought Michelle's brand vision to life and created lasting impact.

The brand repositioning, creative direction, and tailored coaching services proved what's possible when expertise, authenticity, and intentional design come together. Michelle's journey didn't just evolve—it was amplified through thoughtful strategy, compelling visuals, and a cohesive narrative that speaks to high-performing individuals seeking balance, clarity, and fulfillment.

This work stands as a testament to what happens when vision meets execution: a refined, differentiated presence that inspires confidence, elevates authority, and leaves a lasting impression on every touchpoint.



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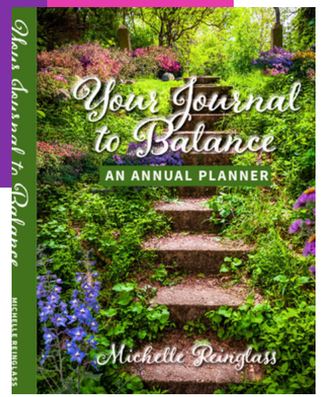



"YOUR BODY WAS MEANT FOR MOVEMENT. MOVEMENT IS THE JUICE FOR LIFE.
Michelle Reinglass

