

Leena Alsulaiman and Lisa Jolly Sit Down with Fotis Georgiadis

Leena Alsulaiman, owner of Leena Alsulaiman Fashion Consultancy. Lisa Jolly, creator of Honeybunch Pure Naturals

GREENWICH, CT, USA, July 10, 2020 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.

Building a brand, an image, takes a lot of effort. Doing it right from the start can save you lots of time and money plus leads to faster success. Fotis Georgiadis' expertise in building it correctly from the start is invaluable. Below are two individuals with different backgrounds and businesses who have benefited from Fotis Georgiadis' work. He can assist you with your brand/image or even rebrand if that's the case. You can reach him at the below contact options to get your business/product off to the right start now that COVID-19 reopenings are happening across the globe.



Leena Alsulaiman, owner of Leena Alsulaiman Fashion Consultancy



Lisa Jolly, creator of Honeybunch Pure Naturals



I have the 'just do it' quality and that strategy can be learned along the way, whereas some people strategize for years and never actually do it."

Lisa Jolly, creator of Honeybunch Pure Naturals

Leena Alsulaiman, owner of Leena Alsulaiman Fashion Consultancy

In a nutshell, how would you define the difference between brand marketing (branding) and product marketing (advertising)? Can you explain?

In my current business, my branding is about me, it is who I am. How I strategically market or advertise is how I build awareness of my brand.

So, through my branding I reveal who I am as a fashion

stylist, what I stand for, what my values are and why you would want to work with me.

Marketing/advertising is how I create awareness for my brand, and how I can find and activate new business.

To use a fashion/style analogy here: If you think of advertising as viewing my instagram style stories that brings attention to my latest offerings and insights... my branding then makes sure that those featured styles and insights align with my core values and style.

Can you explain to our readers why it is important to invest resources and energy into building a brand, in addition to the general marketing and advertising efforts?

While both components are important, if your branding isn't strong and doesn't communicate your values and mission clearly, then no amount of advertising or marketing will get you clients that will stick around. Advertising will bring you clients, but branding is how you keep them loyal.

Let's now talk about rebranding. What are a few reasons why a company would consider rebranding?

Rebranding is never an easy feat but in certain cases it can be a necessity, Some of the reasons to consider rebranding would be if your services have evolved and changed, your audience has changed, and as your business has grown you are seeing a disconnect in the optics and visual elements of your branding vs the actual services and core values.

Are there downsides of rebranding? Are there companies that you would advise against doing a "Brand Makeover"? Why?

Yes most definitely. In my humble opinion I don't think that for the most part, well known and established older companies, or even fashion houses should ever do a full brand makeover, because they can undo years, sometimes even decades of history and momentum. And the cases of how rebrands have failed overshadows the successes. [Read the full interview here.](#)

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Lisa Jolly, creator of Honeybunch Pure Naturals

We would like to explore and flesh out the trait of resilience. How would you define resilience?

Resilience to me is unrolling from a fetal position because you have lost everything, and learning to crawl, walk and stand again. Resilience is being able to tell your story proudly, while owning your shit (learned that from gangster rappers). Resilience is not only about accepting your failures, but proudly sharing them so you can possibly stop some future heartache for others who may be in a difficult situation. Resilience is not allowing others to influence your dreams. Resilience is taking the worst situation and making an effort to see the light. Resilience is the ability to speak your mind and beliefs without worrying what people will think of you.

What do you believe are the characteristics or traits of resilient people?

Self belief is probably the biggest trait, perhaps a bit of directness without feeling the need to filter yourself and your thoughts. I would definitely say adaptability, and high energy, along with the ability to make quick firm decisions.

When you think of resilience, which person comes to mind? Can you explain why you chose that person?

Martha Stewart, I mean, what an amazing resilient woman! She makes her fortune doing everyday things and sharing them with the world, she even went to jail and came out better than ever. If you can come back after being at the top of your game and deal with what she has survived publicly then she deserves a badge of resilience. I'm privately hoping she reads this so she can whip me up a Honeybunch Manuka honey recipe book. How about we call it "the resilient bunch recipes—Honeybunch recipes to boost immunity and resilience."

Has there ever been a time that someone told you something was impossible, but you did it anyway? Can you share the story with us?

Yes. Multiple times! I guess being told by the New Zealand Trade and Enterprise (NZTE) that I was not a suitable candidate for grants and financial support to open a shop in Hong Kong was initially a hard hit. Sure enough those same folks showed up to my Hong Kong shop grand opening (uninvited, I might add) and were wishing me congratulations, even asking how I pulled it off! My answer? "Well you didn't support me so I jumped on a plane, signed a shop lease in Hong Kong and here we are. Another glass of champagne?" Complete [reading the fascinating and humorous interview here](#).

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

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