

## BRAND STRATEGY CASE STUDY: Dr. Dee Blanco

How a Holistic Vet Shifted From Overwhelm to Empowerment & Doubled Her Income

**Client:** Dr, Dee Blanco

**Founder:** Dr. Dee Blanco

**Website:** [drdeeblanco.com](http://drdeeblanco.com)

### The Challenge

Dr. Dee Blanco is a deeply caring and talented holistic veterinarian with over 40 years of experience. While her passion for treating animals never wavered, she had always struggled to balance her love for helping pets with the demands of running a business.

Over the years, Dr. Dee's passion shifted toward educating her "pet parents." She had courses and products to support this mission but didn't know how to build a brand around them or where to start.

### The Process

We started by identifying Dr. Dee's unique superpower: her ability to educate and empower her "pet parents." While she still loved treating animals, it was clear that her real gift lay in teaching. From there, we built a strategy to position her as an educator and authority in holistic pet care.

Here's how we transformed her brand and business:

- **Clarity of Purpose:** We focused on Dr. Dee's core mission—helping pet parents care for their animals naturally—and structured her offerings around this purpose.
- **Integrated Offerings:** We connected her educational courses with her homeopathic and herbal products, ensuring that one supported the other. This not only increased sales but also deepened her clients' understanding of alternative treatments.
- **Revenue Shift:** By emphasizing her courses, we enabled Dr. Dee to generate significantly more income from teaching than from one-on-one consultations.
- **Simplified Messaging:** We created a clear, cohesive brand story that resonated with her audience, helping pet parents see the value in her holistic approach.

### The Transformation

This shift allowed Dr. Dee to spend more time doing what she loves - educating - while still treating animals. The results were transformative:

- **Doubled Yearly Income:** By focusing on courses, Dr. Dee was able to significantly increase her revenue without overburdening herself.

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- **Expanded Reach:** Her courses now allow her to help far more people than she ever could through one-on-one consultations.
- **Deeper Impact:** Pet parents not only learned how to care for their animals but also gained trust and confidence in Dr. Dee's holistic methods.

*“When I reconnected with Dawud after so many years, I knew he was exactly the help I needed. I’ve always loved my work as a holistic vet, but my passion has shifted to educating pet parents about how they can care for their animals naturally.”*

*“Dawud met me where I was - feeling overwhelmed and unsure of how to approach branding and strategy - and patiently guided me through the process. He helped me find clarity and focus. Together, we built a brand that highlights my courses and products, allowing me to help more people than I ever could in my clinic alone.”*

*“My income went way up and spent more time doing what I love. Dawud’s caring, thoughtful approach has been transformational—not just for my business but for me personally. He’s become a trusted friend and an integral part of my work. Whenever I have a question about my business, brand, or marketing, Dawud is the first person I call.”*

- Dr. Dee Blanco, Holistic Vet



### The Result

Dr. Dee Blanco's business is no longer just about veterinary care—it's a purpose-driven brand that empowers pet parents to care for their animals naturally. By aligning her work with her passion, Dr. Dee has built a thriving business that delivers greater impact and fulfillment than ever before.