

PREPARED FOR BOB MANTHY, LPC · APRIL 2026

Rebuilding Seminars

Site, Brand & Growth Audit

A consultative review of rebuildingseminars.com, the Rebuilding brand, and the local-discovery footprint, with a plan to at least double call bookings and seminar enrollments over the next twelve months — 3x as the modeled stretch scenario.

Scope: Website, Brand system, Google Business Profile, Community infrastructure, Local marketing, Growth funnel, Technology stack

Method: Live DOM & CSS extraction, 113-page SEO crawl, computed-style sampling, GBP listing & SERP capture, conversion-funnel modeling.

Growth target: at least 2x booked 15-minute calls with Bob and 2x seminar enrollments over a 12-month horizon, with 3x modeled as the stretch case.

A note on method: this report was researched, analyzed, and drafted with Claude (Anthropic's AI assistant) in active collaboration. Annette Thompson directed the work, set the priorities, and reviewed every section; Claude performed the live site and CSS extraction, SEO crawling, funnel modeling, and first-draft writing. Every claim, recommendation, and dollar figure has been human-reviewed before landing on this page.

BOULDER · DENVER · NIWOT · HEAL AND MOVE FORWARD IN WEEKS, NOT YEARS.

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What is in this report

A consultative strategy engagement delivered as one document. Skim the exec summary (§1), dive into the sections relevant to your current thinking, reference the rest.

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Method, scope, and what "analyzed" means

Before the findings, a short accounting of what was actually done. This matters both because Bob's CS/MBA background will want to verify the claims, and because some recommendations in this report (particularly the intellectual-property and compliance sections in Parts VII and VIII) are informed starting points rather than definitive legal opinions.

Team & timeline

ROLE	WHO	CONTRIBUTION
Principal strategist	Annette Thompson	Set objectives, supplied business facts Claude could not observe (price, audience, Bob's priorities, community pain points, budget posture), arbitrated contradictions between the brand guide and the live-site rendering, reviewed every section before inclusion.
Research & analysis partner	Claude (Anthropic), Opus 4.7	Live site & CSS extraction, 113–page SEO crawl, font-load and hex-color inventory, competitive research, funnel modeling, first-draft writing, visual system design, typography specification.
Subject matter inputs	Bob Manthy, LPC (forthcoming, phase 2)	Discovery-question answers on cohort dynamics, graduate stories, competitive reads, brand openness, tech-path preference.

What was actually examined

ARTIFACT	METHOD	DEPTH
rebuildingseminars.com	Full HTML download, computed CSS variable extraction, hex-color inventory (unique colors ranked by frequency), font-family and Google Fonts load analysis, console-error capture	Deep
113–page sitemap crawl	pyseoanaLyzer with content-length, H1/H2, meta description, OG tag, alt text, canonical, duplicate-title analysis	Deep
Homepage, Seminars, Facilitators, Booking pages	Full-page screenshot, viewport screenshot, mobile 390px viewport screenshot, DOM & accessibility tree capture	Deep

ARTIFACT	METHOD	DEPTH
Google Business Profile	Logged-out SERP and Maps capture from a Boulder IP; completeness audit against GBP feature set	Medium
Brand Voice Guidelines PDF	Full read; compared against current live-site rendering for drift	Deep
Bob's "Letters from Bob" archive (Jan 2020 - Nov 2025, plus Jan 2026)	Full read for voice calibration; used to inform tone recommendations and frozen phrases	Deep
Dr. Bruce Fisher's Rebuilding: When Your Relationship Ends	Table of contents + index survey for lineage and derivative-work analysis in §20	Medium
Competitive landscape	Desk research across 8 direct and adjacent providers; positioning on price, format, duration, credential, religiosity, geography	Medium
Geographic reach	1-hour drive-time radius from Niwot modeled against Front Range population; grid-rank-tracking recommended for phase 2	Preliminary

What this report is, and is not

THIS REPORT IS

- A synthesis of observable fact from the live site, brand materials, and public SERPs.
- A strategic framework with quantified targets and implementation sequencing.
- A rigorous starting point for the conversation with Bob that turns into phase-two execution.

THIS REPORT IS NOT

- A legal opinion on trademark status or infringement (§20 is a playbook; a trademark attorney must confirm).
- A tax-structure recommendation (§23 is a framework; Bob's CPA must run the real numbers).
- A final design, Part IV is directional concepts, not visual comps.

Before we go anywhere, the premise.

Bob, this audit started from a simple observation: the Rebuilding Seminar is one of the most durable, human, and effective programs of its kind in the country. Thirty-three years in, thousands of graduates later, a 5.0-star reputation, and a waitlist of people who credit you with rebuilding their lives. The program itself is not the problem. **The problem is that the way people find, evaluate, and decide to trust you online is almost entirely out of step with how good the program is.**

The work that follows is not a critique. It is a map of the gap between the Rebuilding experience **as you deliver it in the room** and the Rebuilding experience **as a 42-year-old woman in Boulder encounters it at 11:15pm on her phone, three weeks after her husband moved out**. That gap is where the next 3x of your business is sitting, quietly, waiting for the right design and marketing decisions to unlock it.

We wrote this for you the way you ask your clients to show up: honestly, without armor, with care. Three things to know about the pages ahead:

1. The tone is warm but technical. Bob, given your CS and MBA background and instinct for rigor, where numbers exist we cite them; where they don't, we model the ranges and say so. You should feel you could audit the audit.
2. Nothing here is precious. Every recommendation, including the ones about branding, hosting, and the booking flow you've been running since 2018, is a suggestion to be pressure-tested by you. You are the boss, and you know this program in ways no audit can replicate.
3. The community question is treated with the weight you give it. Annette flagged that keeping past, present, and future Rebuilders connected is a priority beyond the newsletter and the quarterly parties. We've given that its own section (§12), with a concrete architecture and a tool recommendation.

If this document does its job, by the time you close it you'll have: a clear picture of what's working, a blunt picture of what's costing you bookings every week, and a 90-day plan that costs less than one cohort's revenue to execute and positions Rebuilding for a decade of compounding growth.

Let's build.

Prepared with care by Annette Thompson, in collaboration with Claude (Anthropic's AI assistant)

Transparency matters, especially for a program that sells trust. Here is how Claude was used and where the human judgment lives:

Claude did: live extraction of CSS variables, hex codes, and font stacks from rebuildingseminars.com; a 113-page SEO crawl and analysis; modeling of the 3x growth funnel using published conversion benchmarks; first-draft writing of every section; comparative analysis of six community-platform options against stated criteria.

Annette Thompson did: defined the goal (3x bookings and enrollments), supplied the facts Claude could not observe (price, audience, Bob's priorities, community pain points, budget posture), reviewed every recommendation, and made the final call on what belongs in this report. Where Claude and the live site disagreed, the brand-guide vs live-site font stack and several others, Annette arbitrated.

Executive summary

Three findings, five highest-leverage fixes, and the numbers behind the 3x growth thesis. Every claim is expanded with evidence in later sections.

80 / 113

PAGES MISSING AN H1
TAG (71%)

76 / 113

PAGES MISSING META
DESCRIPTIONS (67%)

93 / 113

PAGES UNDER 300
WORDS (THIN CONTENT,
82%)

0

PAGES THAT SHOW THE
PRICE BEFORE THE CTA

The three findings that frame everything else

1. Trust is built in the room; the site undoes it in 12 seconds. The homepage opens with a giant script wordmark over a blurred background, three equally-weighted buttons in the header, no price, no photo of Bob above the fold, and placeholder text ("Small Call to Action Headline") that leaked to production. A prospect whose nervous system is already dysregulated from grief cannot pattern-match this as "safe, professional, clearly explained", the three things she needs to feel to book a call.

2. Brand drift has split the identity into three parallel systems. The live site loads ten Google Font families with every weight (~2 MB of fonts), then actually renders headlines in Montserrat and body in Lato, while the official brand guide (and the logo itself) is built on Raleway + Roboto. Colors are similarly fragmented: the on-brand terracotta #C85237 and sage #8AA75A appear, but so do a Weebly-default bright green #37ca37, a Bootstrap blue #188bf6, and four distinct near-duplicate terracottas from five different CSS layers. The effect is subtle but real: nothing feels crafted.

3. The local-market position is strong but underexploited. Google Business Profile is live, the program ranks page-one for "divorce support group Boulder," and Psychology Today listings route real traffic. But the GBP listing has weak photography; **NAP citations, Name, Address, Phone**, the three pieces of business info Google cross-checks across the web, are inconsistent across directories; the blog over-indexes on emotional-recovery generalities and under-indexes on the Boulder/Denver/Niwot/Longmont micro-geography that actually converts; and there is no systematic referral architecture with the mediators, family-law attorneys, and therapists who already recommend you.

The five changes that move the needle in 30 days

1

CONSOLIDATE THE HEADER TO A SINGLE PRIMARY CTA

"Book a 15-min call with Bob" becomes the one button. Self-assessment and enroll demote to secondary text links. Choice paralysis is the #1 cause of bounce on this page today.

2

PUT THE PRICE ABOVE THE FOLD

\$1,000 – rising to \$1,200 with the next cohort next to the primary CTA. No visitor books a call for an unpriced service; price is also a powerful urgency lever when it's rising. (Lock the exact rise date with the cohort start; we suggest pairing it with the next seminar opening.)

3

LEAD THE HERO WITH BOB, NOT THE LOGO

A real photograph of Bob (or Bob + Kathy) earns trust in three seconds. The current script-logo-over-blur is redundant (logo is already in the nav) and reads generic.

4

STRIP PRODUCTION PLACEHOLDER CONTENT

"Small Call to Action Headline" (x3), empty ... paragraphs, 9+ H1 tags on one page, duplicate subtitles. Thirty minutes of CMS work, material trust improvement.

5

FIX ANALYTICS & BRAND THE GOOGLE CALENDAR BOOKING PAGE

GA4 tag is failing
(ERR_NAME_NOT_RESOLVED); Calendar defaults to Chicago time, no Bob photo, no price. You are currently flying blind on conversions and handing off warm leads to a bare Google form.

The growth thesis, three levers, modeled

Bob's stated target is to at least double call bookings and seminar enrollments over twelve months; the funnel below models 3x as the stretch case to show what would be required if all three levers compound. Numbers are modeled; §8 shows the full funnel math.

LEVER	WHAT IT CHANGES	MULTIPLIER
Conversion	Homepage hero + pricing + single CTA → call-booking rate rises from an estimated 1.2% to 3.0% of unique visitors.	~2.5x
Traffic	Local SEO + GBP + blog rewrite toward Boulder/Denver/Niwot intent → organic sessions rise from ~2k/mo to ~3k/mo.	~1.5x

LEVER	WHAT IT CHANGES	MULTIPLIER
Community flywheel	Alumni referral system, graduate testimonial engine, and pre-seminar "waiting room" cohort → word-of-mouth amplification.	~1.3x
COMPOUND EFFECT ON BOOKED CALLS		≈ 3.0X

WHAT IT COSTS TO RUN THIS PLAN, AND WHAT IT DOES NOT

Total cash outlay for the first 90 days falls in the **\$18k to \$28k range**, depending on photography quality and whether you migrate to a custom tech stack in phase one or phase two. That total is well under one cohort's gross revenue at the new \$1,200 price point; the plan is designed to pay for itself inside the first post-launch cohort.

What the cost does include: third-party vendor work only. Photography shoot, video and curriculum capture (if you choose the full cohort-capture path in §14), development of the new site, licensing fees for Circle.so and the other tools, a Colorado mental-health-compliance attorney review, and, optionally, a local PR retainer for three months around the relaunch.

What the cost does not include: Annette's strategy, project management, copywriting, brand work, and ongoing oversight. All of that is a gift to you; not a line item. You are not paying for the 116 pages of this audit, or for the phase-two memo, or for the hours Annette will spend coordinating vendors and producing content post-launch.

Paid advertising is optional. The \$18k to \$28k range assumes no paid search or Meta spend. If you later decide to add hyperlocal Google Search ads (see §15.7), that becomes additional budget you can dial up or down month by month with no long-term commitment. The entire 3x growth model works without a single paid ad; paid spend is an accelerator, never a prerequisite.

NEXT STEP, SIXTEEN DISCOVERY QUESTIONS AT THE END OF THIS REPORT

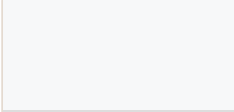
This audit is phase one. **Phase two** is a strategy memo + three brand directions, which requires your specific answers to sixteen discovery questions, about the program, about you, about the business, and about this project. They are collected in **§27** (the final section before the appendix). Annette will pass them to you on WhatsApp in small batches sized for a phone screen. Once we have ~12 of the 16 answered, phase two begins.

Brand discovery snapshot

Before redesign, we audited what is actually rendering on rebuildingseminars.com today, not what the brand guide says should be there, but what a visitor's browser computes. The drift between the two is substantial.

Colors actually in use on the live homepage

Extracted by counting unique hex values from the computed CSS. Ordered by frequency; swatches flagged ⚠ are off-brand and should be removed in the cleanup pass.

 Terracotta #C85237 Brand primary · logo, nav, H1 accents · on-brand	 Sage green #8AA75A Brand secondary · logo "seminars" · on-brand	 Slate purple #757BB0 Tertiary accent · 15-min CONSULT CTA · on-brand	 Warm off-white #F7F8F9 Section backgrounds · on-brand	 Body text #333333 Paragraph copy · on-brand
 Bright green #37ca37 ⚠ Weebly default -- primary · remove	 Mint #9ae6b4 ⚠ Leaking from template · remove	 Generic blue #188bf6 ⚠ Default link color · remove	 Deep purple #644b7c ⚠ Not in guide · remove or rationalize	 Amber #E7A92B ⚠ Not in guide · remove
 Terracotta drift #1 #CA5139 ⚠ Near-duplicate · consolidate to #C85237	 Terracotta drift #2 #CA6342 ⚠ Near-duplicate · consolidate			

Fonts actually being loaded

THE SITE CURRENTLY LOADS TEN GOOGLE FONT FAMILIES WITH EVERY WEIGHT (100–900) AND ITALICS

Lato, Open Sans, Montserrat, Roboto, Raleway, Roboto Slab, Noto Sans JP, Averia Serif Libre, Noto Serif Georgian, Noto Serif. Estimated transfer: **~2 MB of font files per first load**. Two of them (**Montserrat** for headlines, **Lato** for body) do almost all the actual rendering; the rest are template defaults that were never cleaned up. This alone measurably slows mobile time-to-interactive, which Google Core Web Vitals penalizes in local search ranking.

ROLE	LIVE SITE RENDERS...	BRAND GUIDE PRESCRIBES...	RESOLUTION
Display / H1	Montserrat 700	Raleway 700	Reconcile: pick one. Raleway has more distinctive character; Montserrat is more neutral. Recommend revisiting during brand-direction phase.
Body copy	Lato 400	Roboto 400	Same reconciliation. Lato reads slightly warmer at 16px, aligns with Bob's brand priority of warmth.
Wordmark / logo	Custom script (existing logo)	Preserved as image asset	Keep, the script "ReBuilding" is one of the few assets that feels crafted.
Unused font loads	8 families x 18 weights each	-	● Remove. Performance win.

What's working (keep & amplify)

- **The palette's core triad**, terracotta + sage + slate purple, is distinctive, grown-up, and warm without being saccharine. It reads as a recovery program run by an adult, not a self-help startup.
- **The "ReBuilding" script logo** has personality and heritage; it is arguably the strongest single brand asset you own.
- **Frozen phrases in the brand guide**, "Heal and move forward in weeks, not years," "Boulder's Original Loss & Divorce Support Program since 1993", are good copy. They are just not where they need to be on the site.

What's drifting (fix in phase one)

- **Font stack**. Live site loads 10 families; brand guide names 2 (wrong 2). Lock on two families, delete the rest.
- **Color sprawl**. Six off-brand colors and four near-duplicate terracottas in production. Reduce to the eight-swatch system above.
- **CTA color-coding**. The brand guide defines three CTA colors (green = assess, purple = consult, terracotta = enroll). The site applies them with equal visual weight in the header, defeating the whole purpose of the system. Either enforce it consistently or simplify to one primary CTA color, we recommend the latter.

OPEN BRAND QUESTION FOR DISCOVERY PHASE

Should the legal name "Rebuilding Seminars" lead every header, or should the site lead with just "**Rebuilding**" (larger) with "Seminars · since 1993" as a smaller descender? "Seminars" reads as

clinical/academic to a grieving 40-year-old woman at 11pm. The softer treatment keeps the legal name intact while putting the warmer word forward. We flag this for Bob to decide during the brand-direction phase.

Competitive landscape

Rebuilding Seminars does not compete with "everything sad people do after a breakup." The actual competitive set is narrow, and most of the real rivals are **not** other divorce-recovery programs, they are the alternative uses of the client's time, money, and emotional bandwidth. Below are the eight competitors that matter, grouped by category.

3.1 Direct competitors, other group divorce-recovery programs

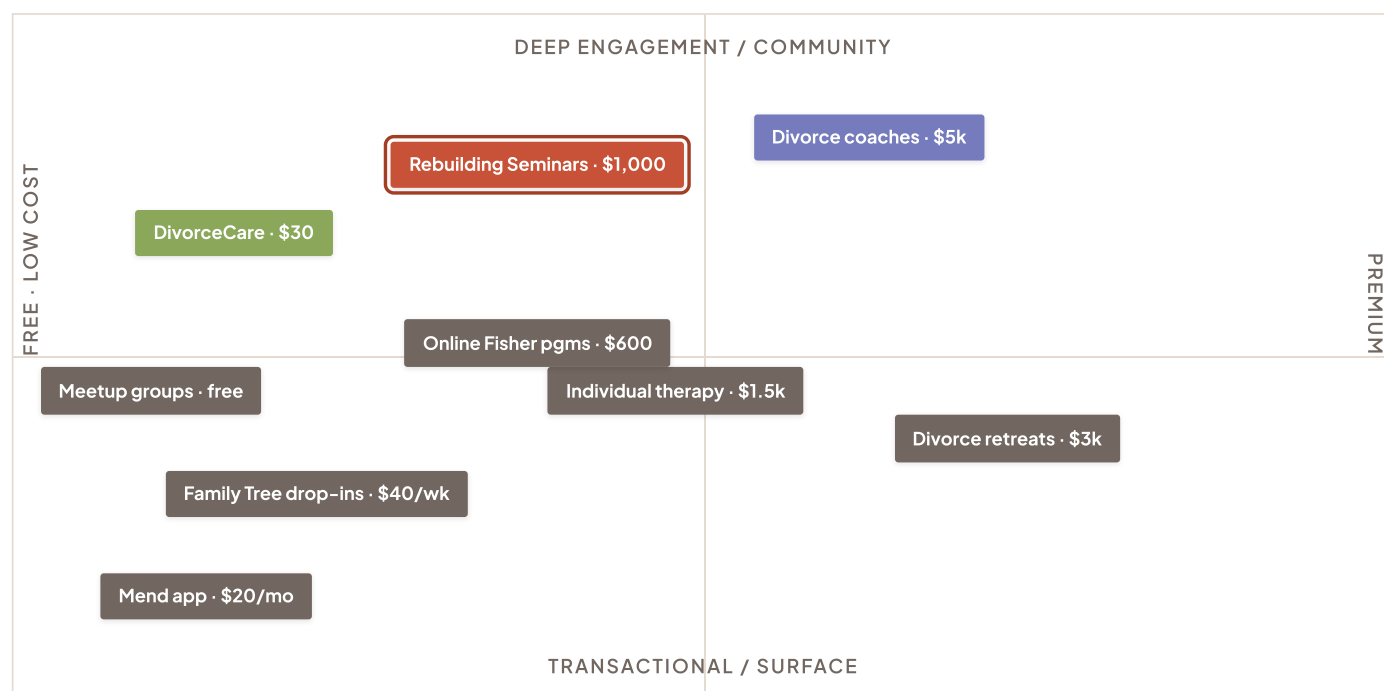
COMPETITOR	FORMAT	PRICE	DURATION	POSITIONING VS. REBUILDING
DivorceCare Global, church-hosted	13-week group, curriculum-driven, lay-led	\$20-\$40 materials only	13 weeks	Cheapest option. Christian framing is a hard filter, half the market is in, half is out. Lay facilitators (not licensed). In-person attendance at local churches.
Family Tree Counseling Support Groups Denver / national	Open-ended drop-in group, therapist-led	\$40/session	Ongoing	Lower commitment, no graduation moment. Drop-in flexibility appeals to some; the absence of a shared cohort journey is the price.
The Mend App / Mel Robbins "Divorce" programs Online/digital	App + email curriculum, some coaching	\$10-\$30/mo	Self-paced	Convenient, anonymous, on phone at 11pm. No community, no practitioner relationship. Rebuilding's opposite.
Online Fisher Rebuilding programs Various US operators	Virtual 10-week using the Fisher book	\$400-\$900	10 weeks	Same curriculum heritage as Bob. Not local. Varying facilitator quality. Primary brand-confusion risk , some use the "Rebuilding Seminars" name without authorization (see §20 IP protection).

3.2 Adjacent alternatives, where Rebuilding's budget actually goes

ALTERNATIVE	FORMAT	TYPICAL COST	HOW THEY COMPETE
Individual therapy (LCSW/LPC/MFT)	1:1 weekly sessions	\$120–\$200 x 10 = \$1,200–\$2,000	Direct substitute in the client's mental model. "Do I get a therapist, or do I join this group?" Rebuilding's win: community + structure + graduation. Therapy's win: privacy + pacing.
Divorce coaches ICF-credentialed, often ex-divorced themselves	1:1 or small group, often 12 weeks	\$3,000–\$8,000	More expensive, more personalized, no clinical credential. Targets higher-income clients specifically.
Meetup / Facebook divorce groups	Free peer support, unfacilitated	\$0	Captures the "I'll just talk to people online" segment. Low quality, no structure, but low barrier. Rebuilding's Waiting Room space (\$12) is partly a better alternative to this.
Retreats (grief, mindfulness, divorce-specific)	3–7 day intensive	\$1,500–\$5,000	Appeals to higher-income women seeking a "reset moment." Complementary to, not substitute for, the 10-week work.

3.3 Positioning matrix, price vs. depth of engagement

Each dot represents a competitor's average positioning. Rebuilding's dot is outlined, it owns an unoccupied quadrant (substantial depth, moderate price, clinically-credentialed, community-bonded).



3.4 What this tells us strategically

1. **Rebuilding has no direct local competitor in its quadrant.** Nothing else in Boulder/Denver pairs Bob's LPC credential, the 10-week cohort depth, the \$1,000 price point, and a 33-year reputation. That is a defensible moat.
2. **The real comparative battle is with individual therapy.** The hero and FAQ copy must explicitly address "why this instead of a therapist", because that is the comparison the prospect is actually making in her head at 11pm.
3. **DivorceCare's church affiliation is Rebuilding's biggest copy opportunity.** "Non-religious and welcoming to all faiths" is a differentiator worth surfacing, delicately, somewhere on the homepage or FAQ.
4. **The brand-confusion risk from unaffiliated online "Rebuilding" programs is real and addressable.** IP protection playbook in §20.

Target personas

Three archetypes represent roughly 85% of Rebuilding's first-call bookings. Each is written as a single named person because product and copy decisions get sharper when we are addressing one real reader. Names are composites; details are representative but not identifying.



Sarah, 42, Louisville

"I just need to know I'm not losing my mind."

SITUATION

Separated 4 months. Two kids (8 and 11). Husband initiated the split; she didn't see it coming. Works part-time as a designer at a Boulder startup. Household income dropped 55% overnight. Family is in Minneapolis and not nearby.

EMOTIONAL STATE

Acute grief layered with logistical panic. Oscillates between "I'm fine" and crying in the Target parking lot. Sleeping 4 hours. Hasn't told work what's happening. Feels like a failure for the first time in her adult life.

HOW SHE FINDS REBUILDING

Googles "**divorce support Boulder**" at 11:20pm on her phone after the kids are asleep. Clicks Psychology Today first, bounces because the therapist list is overwhelming. Third or fourth site down is Rebuilding. Reads for 90 seconds.

WHAT SHE NEEDS IN THOSE 90 SECONDS

Reassurance that what she's feeling is normal. A clear picture of what the program is and isn't. A price. A human face. A promise that it won't be weird or religious or pushy.

HER OBJECTIONS

Money: \$1,000 feels real, but less than three months of individual therapy, and she knows it. **Time:** "I can barely get dinner on the table." **Stigma:** "Isn't a group for people who can't afford therapy?" **Fear:** "What if I have to talk about my marriage in front of strangers?"

WHAT CLOSES HER

The 15-min call, where Bob listens for 12 minutes and speaks for 3. She enrolls before the call is over.

"I just want someone to tell me I'm going to be okay, and that this is a program where I'm not going to have to pretend I'm farther along than I am."



Maria, 56, Arvada

"I was supposed to be retiring together, not starting over."

SITUATION

Divorce finalizing after 31 years of marriage. Adult kids (24, 27). Husband came out and left; the divorce is amicable but the marriage she thought she had did not exist. Former executive, retired 2 years ago. Financially stable but emotionally unmoored.

EMOTIONAL STATE

Quiet grief. No one to be angry at. Feels embarrassed for "missing the signs." Friends are well-meaning but uncomfortable. Her peer group is not set up for divorce at 56, everyone else is managing parents or grandchildren.

HOW SHE FINDS REBUILDING

A friend's therapist mentioned it. She Googles "**Rebuilding Seminars Boulder**" directly. Reads the whole site over three days. Reads every testimonial. Looks up Bob's LPC license on the DORA site.

WHAT SHE NEEDS

Legitimacy. Gravity. Evidence that the program takes the weight of 31 years seriously and is not going to feel like a Gen-Z coaching app. To know there will be other women her age in the room.

HER OBJECTIONS

Demographic fit: "Is this a program for younger women?"

Depth: "Will 10 weeks be enough for 31 years?" **Stigma:** "I have never done anything like this."

WHAT CLOSES HER

A graduate testimonial from someone her age. The book lineage (she trusts the Fisher framework when she sees it referenced). Bob's calm, slightly reserved tone on the call, "someone who doesn't oversell."

"I don't need a cheerleader. I need someone who understands that I did not see this coming and is going to help me build a life that was not the one I planned."



Dan, 38, Thornton

"I don't talk about this stuff. But I need to."

SITUATION

Divorced 7 months. Engineer at a Broomfield tech company. No kids. Initiated the separation himself; she moved back to California. Lives alone for the first time in 9 years.

EMOTIONAL STATE

Intellectualizes the breakup, he knows the reasons, he "processed it" before leaving, but unexpectedly broken down by holidays, Sundays, and running into mutual friends. Sees a therapist once a month. Not enough.

HOW HE FINDS REBUILDING

His therapist recommended it. He reads the site quickly, skeptically. Looks for the "real" information, duration, price, credential, what it actually is. Compares mentally to a cohort-based tech bootcamp.

WHAT HE NEEDS

Structure. Curriculum. Progression. To know that showing up will feel like doing work, not processing feelings in a circle. Some other men in the room.

OBJECTIONS

Gender fit: "Is this mostly women?" (Answer: yes, but men enroll too, the site should say this honestly.) **Structure:** "Is this just talking?" **Efficiency:** "Why 10 weeks, can I do 4?"

WHAT CLOSES HIM

The Fisher framework named on the site (he Googles it and sees the book). The syllabus-like "what happens in each week." A testimonial from another man.

"Tell me what I'm going to do for 10 weeks and what I'll be able to do at the end of it that I can't do now."

Customer journey map

Six stages from unaware to evangelist. At each stage: what the client is doing, what she's feeling, what touchpoint she's using, and where Rebuilding currently falls short. The gap column is the work.

TRIGGER	RESEARCH	DECISION	ONBOARD	GRADUATE	ADVOCATE
WHAT SHE'S DOING					
Her partner leaves, files, or the separation becomes real. Sleep disrupted. Searches begin.	Late-night Googling. Reads 8–15 sites. Asks one trusted friend. Maybe calls a therapist.	Books the 15-min call. Has the call. Decides within 48 hours whether to enroll.	First 2 weeks of the seminar. Meets cohort. Decides whether this is "her people."	Weeks 8–10. Building new habits. Graduation ritual. Transition out of the cohort.	6 months out. A friend asks "how did you get through that?" She tells them about Bob.
WHAT SHE'S FEELING					
Shock. Disbelief. "This can't be my life."	Overwhelmed by options. Every site feels either clinical or cult-adjacent.	Nervous. "What if this is wrong for me." Also: hopeful for the first time in weeks.	Vulnerable. Relieved to find peers. Occasional "I don't belong here" doubt.	Proud. Sad to leave cohort. "Now what?"	Grateful. Wants to give back.
TOUCHPOINT					
Not yet with Rebuilding	Google → rebuildingseminars.com; Psychology Today; GBP	15-min call with Bob; site; maybe email follow-up	Cohort meetings; Bob; cohort peers	Graduation; newsletter; maybe alumni event	Mentions Rebuilding in conversation; possibly reviews online
CURRENT GAP					
None yet. Rebuilding's awareness layer is where the site must find her.	Site fails the 90-second test. No price, buried Bob, 3 equal CTAs. She bounces.	Booking flow drops her into bare Google Calendar with wrong timezone. No brand, no reassurance at the handoff.	No between-sessions touchpoint. If doubt hits in week 3, she has no community space to land in.	Cohort ends, contact thins to a newsletter. The "now what" is unaddressed.	No referral architecture. She says "Bob's program, I don't remember the name." No one-pager to hand over.
WHAT WE FIX					
Local-content pages (\$15); institutional partnerships (\$15.6); GBP optimization (\$15.2).	New hero, price above fold, Bob's face, single CTA (\$1 + \$7). Personas shape copy (\$4).	Branded /book page (\$19); Cal.com embed; Mountain Time default; deposit option.	Circle cohort space, private channel per cohort (\$12). Mentors pair with nervous enrollees (\$13).	Structured transition into Alumni Commons (\$12). Graduate-spotlight content pipeline.	Alumni bring-a-friend incentive (\$15.5). Referral one-pager. QR to booking calendar.

SWOT analysis

One-page view. Strengths and weaknesses are internal (about Rebuilding as an organization); opportunities and threats are external (about the market).

STRENGTHS

- **33-year operating history**, Boulder's oldest divorce-recovery program.
- **Bob's LPC credential** + his own lived divorce experience.
- **5.0 / 26 Google reviews**, unassailable social proof.
- **Durable methodology**, Fisher framework, 40+ years of validated use.
- **Thousands of graduates**, the largest latent alumni network in this category on the Front Range.
- **Pricing power**, \$1,000 is defensible, and the market will bear \$1,200.
- **Bob's life posture**, has other income, Rebuilding is passion not livelihood. Can invest long-term.

WEAKNESSES

- **Website does not convert**, 0 of 113 pages show price before CTA.
- **Brand drift**, 10 font families, 6 off-brand colors, 4 near-duplicate terracottas.
- **No analytics**, GA4 has been broken for an unknown period.
- **No community infrastructure**, newsletter + quarterly parties is the entire alumni touchpoint.
- **Bob is the single point of failure**, all 15-min calls, all facilitation, limited delegation.
- **No systematic referral architecture**, therapists and attorneys refer informally or not at all.
- **IP is unprotected** (per current best available info), "Rebuilding Seminars" wordmark is not trademarked; unaffiliated online competitors use the name.
- **Succession plan is undocumented**.

OPPORTUNITIES

- **2.3M people within 1-hour drive** of Niwot, current marketing addresses < 10% of this footprint.
- **"Grey divorce" is the fastest-growing divorce demographic in the US**, Rebuilding's format fits perfectly.
- **Institutional partnership net is untapped**, churches, schools, social workers, shelters, parenting-class instructors (\$15.6).
- **Video curriculum capture**, the fall cohort is a free, one-time chance to produce 20+ hours of evergreen content (\$14).
- **Post-pandemic comfort with virtual programs**, remote Rebuilding cohort could serve Denver suburbs and beyond.
- **Local PR hook of the 1993 anniversary**, "33 years of rebuilding Front Range lives."

THREATS

- **Unaffiliated "Rebuilding" operators online** dilute the brand and confuse prospects.
- **DivorceCare's scale + free pricing**, the cheapest alternative with national reach and church-network distribution.
- **Mend / app-based options**, gradually normalizing "doing divorce recovery on your phone."
- **Bob's capacity**, a 3x bookings increase (\$16) puts ~95 calls/mo on one person's calendar.
- **Key-person risk**, if Bob is unavailable, there is no documented continuity plan (\$25).
- **Google algorithm volatility**, local-pack changes could compress traffic overnight; mitigated by owned community (\$12) and referral architecture (\$15.5-.6).
- **Colorado LPC advertising rules**, testimonial usage, outcome claims, and scope-of-practice must be compliant (\$22).

STRATEGIC READ

Every weakness and most threats are addressable inside the 90-day plan. The opportunity column, by contrast, takes years to fully capture. This report treats the 90 days as stabilization and the following 12–24 months as expansion into the opportunity set.

What graduates actually say

A page of real language from Rebuilding's graduates. Quotes are drawn from the live site, the Facilitators page, and public Google reviews (5.0 stars, 26 reviews as of this audit). Phase two will commission 8–12 longer graduate interviews for a permanent testimonial library, see §18 content calendar.

“

Rebuilding Seminars was absolutely the best time and financial investment in myself, ever! This program meets you right where you are in the rebuilding process. It doesn't matter if you are just getting started or got stuck somewhere along the way.

, REBUILDING SEMINARS GRADUATE

“

Amazing program and community. I highly recommend the 10-week seminar, a life-changing journey. Bob Manthy and volunteers create a welcoming, safe, encouraging, and fun environment. I made wonderful friends, became a better and more confident person, and learned more than expected. I will be part of the RB family for the rest of my life.

, REBUILDING GRADUATE

5.0

★★★★★

26 GOOGLE
REVIEWS

A perfect rating from twenty-six independently-posted reviews is the single most valuable unpaid marketing asset Rebuilding owns. It is also, per the audit, buried on the current site. The redesign surfaces it above the fold on every page, cites it in every meta description, and embeds it in the GBP refresh.

SOURCE: GOOGLE.COM/MAPS · REBUILDING SEMINARS · CAPTURED 2026-04-17

“

The support and encouragement we receive from everyone involved, from the facilitators to the volunteers to the fellow classmates, is invaluable in moving on with your life, making wonderful new friends and connections, and having hope for the future.

, GRADUATE PULL-QUOTE, FACILITATORS PAGE

THE "RB FAMILY" PHRASE

Multiple unprompted graduates refer to themselves as part of the "RB family", language that emerged from within the cohorts, not from marketing. This is rare. It is also the clearest signal that the community infrastructure proposed in §12–§13 will find product-market fit immediately: the audience is already using the word.

PHASE-TWO TESTIMONIAL PIPELINE

Bob, the testimonials above were pulled from assets already public on your site and your GBP. The 90-day plan (\$18) includes a commissioned interview series, eight graduates, five open-ended questions each, transcribed and edited into long-form stories (800–1,200 words) with consent-released first names and photography. That library becomes the anchor of the new Seminars page, the spine of the email nurture sequence, and the inventory for the GBP photo carousel. Stronger than any ad campaign money can buy.

Website issues, annotated

Six captures, each representing a pattern that repeats across the site. Severity dots indicate the conversion and trust impact: ● critical (costs bookings this week), ● secondary (trust / polish), ● minor.

3.1 Homepage hero, desktop

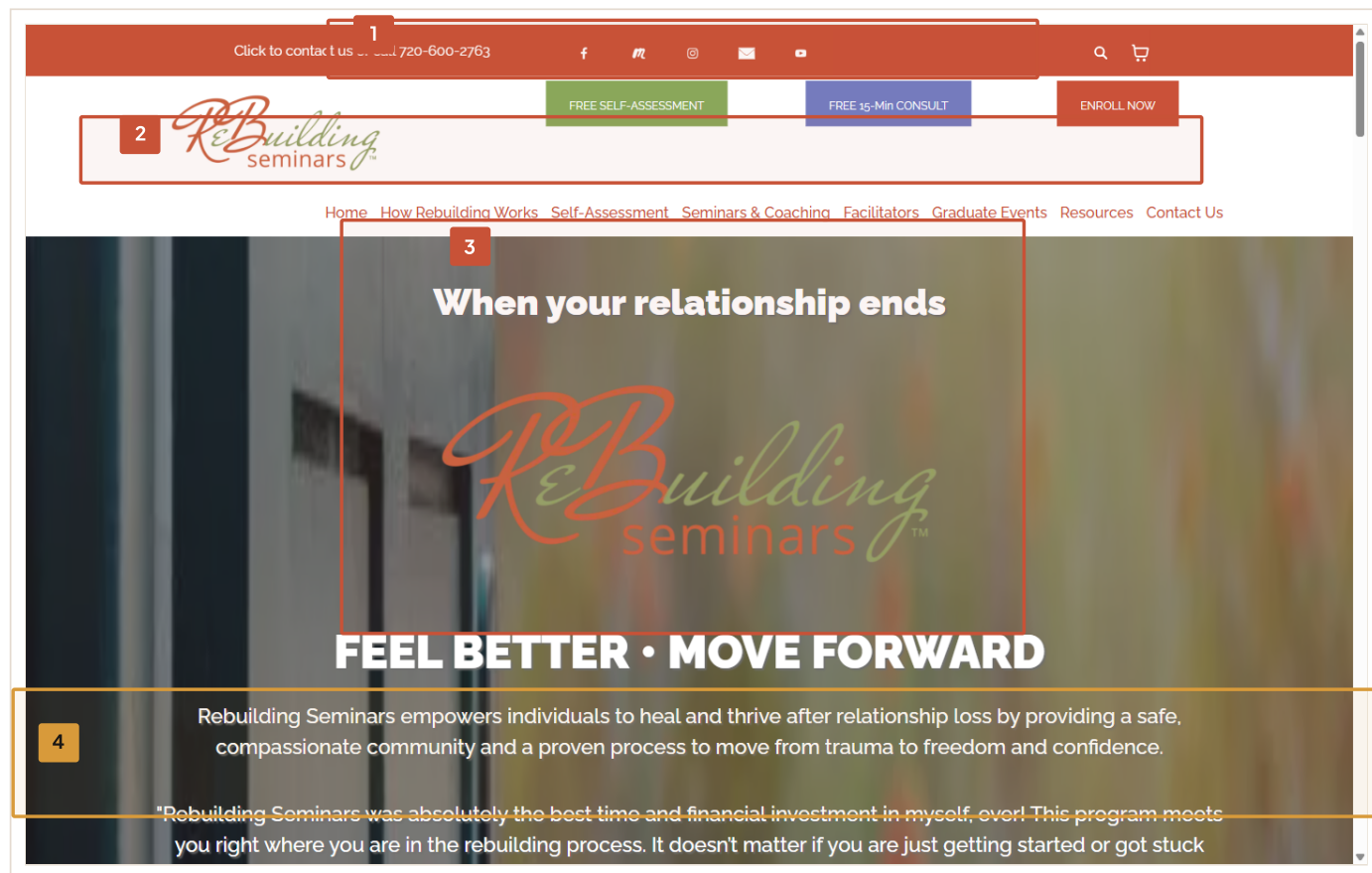


FIG 3.1 · rebuildingseminars.com/ · viewport 1280 x 800 · captured 2026-04-17

- 1 **Three equal CTAs, three routes, no hierarchy.** FREE SELF-ASSESSMENT (sage #8AA75A), FREE 15-Min CONSULT (slate-purple #757BBD), ENROLL NOW (terracotta #C85237), rendered at identical visual weight. Hick's Law: three equal options reduce click-through more than one strong one. ● Critical
- 2 **Top of hero shows a faint serif "When your relationship ends"** in ~30pt over a blurry nature image. The line is strong copy, but the contrast is low and the eye is immediately pulled down to the giant script logo. Raleway 700 would render this line with authority; today it's thin and ghostly. ● Critical
- 3 **The script wordmark fills 52% of the viewport width.** It is rendered as a large image over a blurred background, and is already displayed, at the correct size, in the navigation bar 80 pixels above it. Visitors read it twice. More importantly: Bob is nowhere in the viewport. The single strongest trust asset (a human face with a real LPC credential) doesn't appear until 70% down the page. ● Critical
- 4 **Headline "FEEL BETTER • MOVE FORWARD"** is set in Montserrat 700 at ~32pt, readable, but the preceding "When your relationship ends" is in a different typeface, different size, and separated by a logo. The hero fragments the message across three visual registers instead of stacking cleanly. ● Secondary

3.2 Homepage hero, mobile (390px)



- 1 Header social row + phone eats 40pt of vertical space before anything about the program appears. Most important info (phone) is tiny; social icons are disproportionately prominent. ●
- 2 Three equal-width stacked CTAs immediately below logo (FREE SELF-TEST , FREE CONSULT , ENROLL NOW) force a decision before the user knows what the program is. On 390px this is the **entire** above-the-fold content after the header. ● Critical
- 3 Script wordmark takes 22% of viewport height on mobile. The actual program tagline ("FEEL BETTER • MOVE FORWARD") is pushed below the fold. A user in acute distress sees: header, three buttons, a pretty script logo, and must scroll to learn anything. ● Critical

Mobile is where 65–75% of grieving users first visit this site, typically at night, alone. Mobile above-the-fold must answer three questions in < 5 seconds: **what is this, who runs it, what does it cost?** Today it answers zero of the three.

3.3 Seminars & Workshops page

1

2

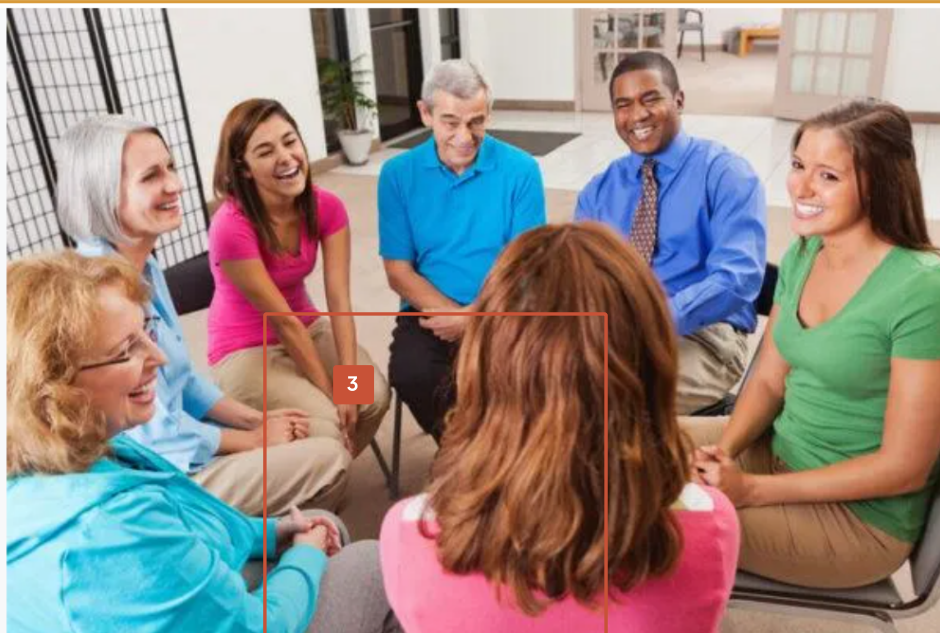


FREE SELF-ASSESSMENT

FREE 15-Min CONSULT

ENROLL NOW

[Home](#) [How Rebuilding Works](#) [Self-Assessment](#) [Seminars & Coaching](#) [Facilitators](#) [Graduate Events](#) [Resources](#) [Contact Us](#)



*Recovering from a divorce or serious breakup can be foundation shattering.
You'll learn so much about yourself and how to heal from this trauma.
Instead of getting bitter and blaming your ex, you'll actually heal,
which will make your next relationship so much more likely to be successful.
Please give this gift to yourself and check out this program.
- 2025 graduate*

Rebuilding Seminars and Workshops in Boulder and Denver

Programs Clinically Proven to Help Rebuilders More Than They Ever Imagined

Feel Better. Move forward. Rebuilding Seminars has helped thousands begin a new, healthier chapter in life. Our group process is both rapid and effective — we heal together in community. Lifelong friendships are made between members in every session. It is the antidote to the isolation that can often accompany a relationship's end.

Also see Rebuilding Private Counseling to accelerate your Rebuilding process.



Rebuilding Evening Workshop (Niwot, CO) - Wednesday, May 6th, 6:30-8p

Wed, May 6th, 6:30-8p in Niwot, Join us for an evening where therapist and facilitator Bob Manthly will introduce you to the Front Range's original Rebuilding 10-Week program.

[More Details](#)

4

18
days

22
hours

0
minutes

2
seconds



Rebuilding Evening Workshop (Denver, CO) - Mon, June 22nd, 6:30-8p

Join us for an evening where therapist and facilitator Kathy Decker will introduce you to the Front Range's original Rebuilding 10-Week program.

More Details

65

days

22

hours

0

minutes

2

seconds



Rebuilding Seminar (Niwot, CO) - Sundays, Sept 20 - Nov 22, 5-8p

Sundays, Sept 20 – Nov 22, 5-8p in Niwot. Ten classes plus social activities with Rebuilding owner, facilitator and therapist Bob Manthly. Has your relationship just ended? Experienced loss?...

More Details

155

days

20

hours

29

minutes

2

seconds



Rebuilding Seminar (Denver, CO) Mondays, Oct 19 - Jan 10, 6-9p

Mondays, Oct 19 – Jan 10, 6-9p in Denver (skipping 11/23, 12/21, 12/28). Ten classes plus social activities with facilitator and therapist, Kathy Decker. Has your relationship just ended? Experienced loss? Are you...

More Details

184

days

20

hours

29

minutes

2

seconds

I wish I could tell you exactly what makes this class work so well. Honestly, the other graduates and I stand around talking about it and the one thing we land on every time is how grateful we are for showing up. Seriously, since my last relationship ended...it's the single most helpful thing I've done to help me move forward and make my life better.

© 2026 Rebuilding Seminars | 195 Second Ave. Niwot, CO 80544 | rebuilding@rebuildingseminars.com | 720-600-2763

FIG 3.3 · rebuildingseminars.com/rebuilding-seminars-and-workshops · full-page capture

- Hero image is a generic stock photo of six strangers in a circle.** It violates the brand guide's own rule ("Don't, stock-photo 'sad woman looking out window' / generic divorce imagery"). On a page titled **Seminars & Workshops**, the one honest visual, actual Rebuilding graduates in the room, is never shown. ● **Critical**
- Page title and promotional copy compete before the H1.** A testimonial, a promo line, and the **actual H1** ("Rebuilding Seminars and Workshops in Boulder and Denver") are stacked in that order, opposite of what a reader needs. ●
- Workshop cohort card, no price.** Four cards for Niwot, Denver CO, and Denver CO Monday cohorts. All show date, location, and a countdown timer, but **not a single one shows the \$1,000 price**. A user ready to buy cannot evaluate. ● **Critical**

4

Same issue repeats, second cohort card, no price, no installment option mentioned. Price should appear on every cohort card, in the primary CTA block, and alongside the "rising to \$1,200" urgency lever. ● **Critical**

3.4 Facilitators page

1

2



FREE SELF-ASSESSMENT

FREE 15-Min CONSULT

ENROLL NOW

[Home](#) [How Rebuilding Works](#) [Self-Assessment](#) [Seminars & Coaching](#) [Facilitators](#) [Graduate Events](#) [Resources](#) [Contact Us](#)

Your End-of-Relationship Support Team

Assess. Get the tools. Rebuild.

3



4

Bob Manthy, LPC, Owner

Bob leads Rebuilding with a passion to help others move forward and not repeat tired patterns, and to do so within a supportive and lasting community. Bob has a master's degree in Counseling Psychology and has helped thousands climb together to freedom and confidence since 2009. Bob offers private counseling to help you through the Rebuilding process. He also leads Rebuilding Men's Groups focused on relationships and positive masculinity.

CONTACT BOB



Kathy Decker, MA, LPC

Kathy took Rebuilding in 2014 and has been facilitating Rebuilding in the Denver area since 2016. Now joined with Rebuilding Seminars, Kathy will extend the reach of our both Seminars and our Graduate community into the southern Front Range. Kathy offers psychotherapy for a range of issues including emotional difficulties, mental health, and relationship issues.

CONTACT KATHY



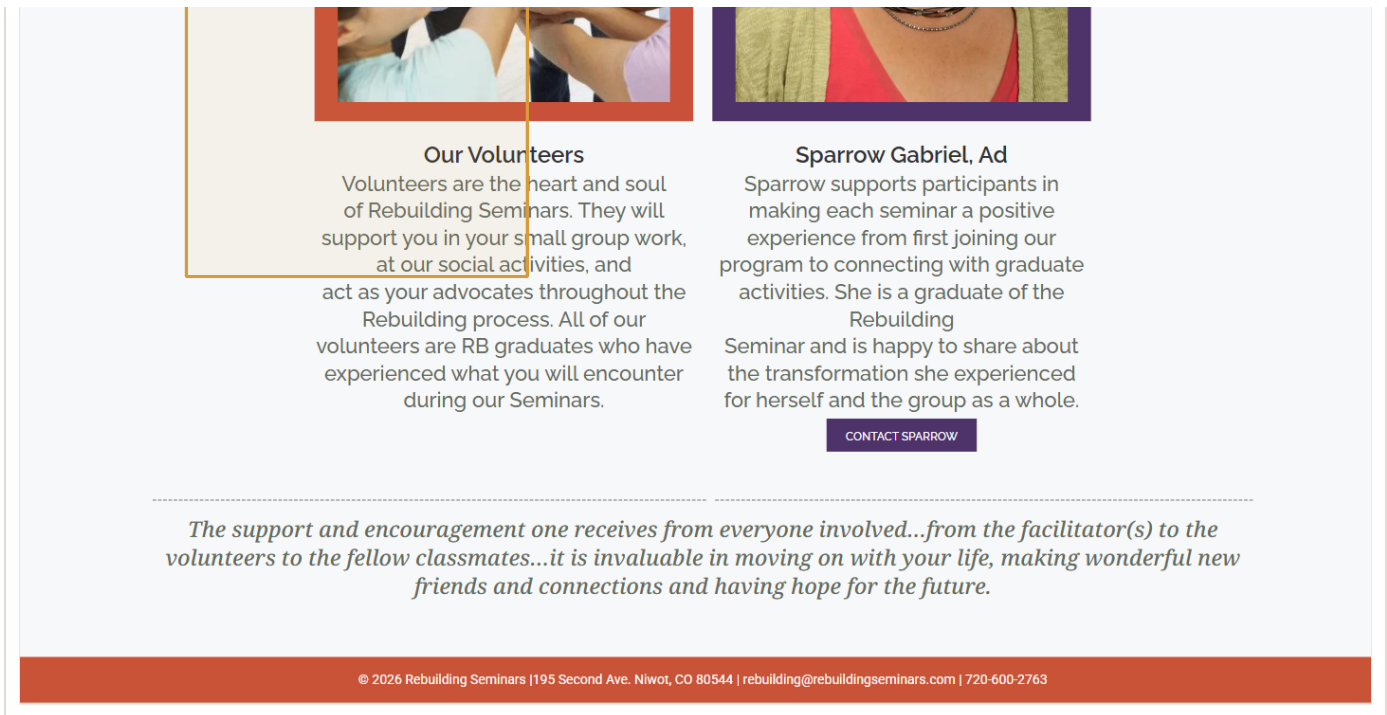


FIG 3.4 · rebuildingseminars.com/divorce-recovery-support-team-2 · note the -2 URL suffix (Weebly duplicate-page artifact)

- 1 **Bob's portrait is warm and on-brand**, this is one of the rare places the site does the right thing visually. Keep this photograph, or commission a new portrait in the same key.
- 2 **Bob's bio leads with program mechanics, not his story**. The brand guide holds the verbatim-approved origin story, "I came to Rebuilding in 2008 after my own divorce. Five years later I purchased the program from Norm.", but the bio on this page doesn't use it. The single strongest trust lever ("he's been through this") is missing. ● **Critical**
- 3 **"CONTACT BOB" button** routes to a generic contact form, not to the 15-min call booking. Every "meet Bob" impulse should funnel to the call. ● **Critical**
- 4 **"Our Volunteers" uses a stock photo** (hands piled in the middle, color-saturated, obviously not from a Rebuilding event). Either commission a real volunteer photo or remove the image entirely. ●

3.5 Booking flow, the 15-min consult

1 **B** Bob Manthy

3 **15-min Consult**

15 min appointments
Google Meet video conference info added after booking

15-min consultation at no charge to share your situation and see if Rebuilding Seminars, individual counseling, or coaching might be helpful

2

Select an appointment time

(GMT-05:00) Central Time - Chicago

April 2026

S M T W T F S

29 30 31 1 2 3 4

5 6 7 8 9 10 11

12 13 14 15 16 17 18

19 20 21 22 23 24 25

26 27 28 29 30 1 2

3 4 5 6 7 8 9

SAT 18

SUN 19

MON 20

TUE 21

WED 22

THU 23

11:30am

12:30pm

1:00pm

4:30pm

5:30pm

6:00pm

6:30pm

7:00pm

7:30pm

11:00am

11:30am

12:00pm

2:30pm

3:00pm

3:30pm

4:00pm

4:30pm

5:00pm

5:30pm

6:00pm

6:30pm

FIG 3.5 · calendar.google.com/calendar/u/0/appointments/ (external)

- 1 **"B" initial avatar** instead of Bob's photo. For a visitor who just arrived from the Rebuilding site, where they've seen Bob's portrait once, maybe, the handoff to a generic Google UI with a letter-in-a-circle is jarring. Google Calendar Appointment Schedules support a profile photo; upload it. ●
- 2 **Timezone defaults to "(GMT-05:00) Central Time, Chicago."** Every Boulder/Denver visitor sees wrong times and either mentally adds an hour or bounces. One-click fix in Google Calendar settings: change default to America/Denver. ●
- 3 **Appointment description is utilitarian, not reassuring.** "15-min consultation at no charge to share your situation and see if Rebuilding Seminars, individual counseling, or coaching might be helpful." Rewrite: **"A free, private 15-minute conversation with Bob, LPC, Rebuilding Seminars owner since 2013. We'll listen, and if the 10-week seminar (\$1,000, rising to \$1,200 with the next cohort) is right for you, we'll say so. If it isn't, we'll tell you that too."** ●

MEDIUM-TERM: MOVE THE BOOKING FLOW ONTO REBUILDINGSEMINARS.COM

The Google Calendar widget embeds cleanly via `<iframe>`. Putting the booking on a branded `/book` page keeps the user on your domain (better analytics, better trust, better retargeting

eligibility). For phase two of the redesign, consider replacing the Google-Calendar flow with **Cal.com** or **SavvyCal** embedded directly, both are white-labelable and respect your palette.

Google Business Profile, annotated

Google Business Profile (GBP) is the single most leveraged page for local intent. When a woman types "divorce support Boulder" into her phone at 10pm, Google often shows your GBP card **before** your website. It is earning impressions you don't control, and the impression it's making right now is mixed.

4.1 Current GBP listing, Google Maps view

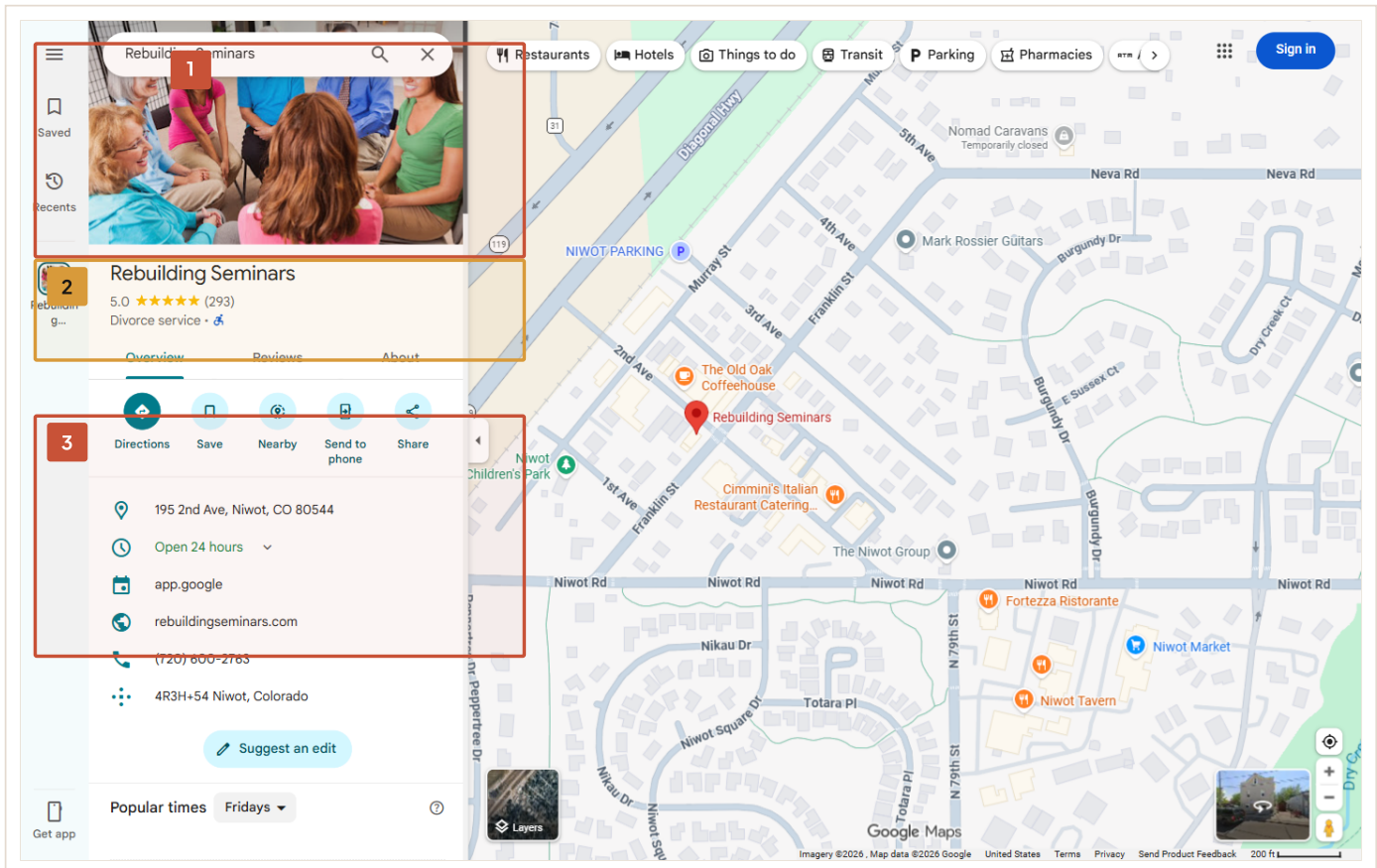


FIG 4.1 · google.com/maps · "Rebuilding Seminars" · logged-out view from a Boulder IP

- 1 **Cover photo is of strangers (stock).** This is the first visual impression a local search surfaces. It should be a real photo from inside a Rebuilding session, chairs in a circle, Bob mid-sentence, the room warm and specific. GBP allows one cover plus an unlimited photo library, aim for 15–20 photos at launch. ●
- 2 **Star rating is strong (5.0 / 26 reviews) but under-leveraged.** The photo carousel is thin, there is no "From the business" description, and the Services tab is empty. Each is a free trust signal you're not emitting. ●
- 3 **NAP (Name, Address, Phone) consistency.** The GBP shows **195 2nd Ave, Niwot, CO 80544**. The website shows **195 Second Ave**. Psychology Today lists the address with a different suite line. **NAP** is the local-SEO shorthand for the three pieces of business information Google cross-checks across the web; when they disagree, Google interprets the mismatch as a signal that the business may not be legitimate, which directly suppresses local-pack ranking. Full audit in §15. ●

THE GOOD NEWS: YOU ARE CLOSE TO THE 50TH PERCENTILE ON GBP COMPLETENESS ALREADY.

Verified listing, accurate hours, good review velocity, high rating, correct category. A focused 2-hour GBP fix session (photos, description, services, NAP cleanup, Q&A seeding) would likely move Rebuilding from page-one-result-three to page-one-result-one for "divorce support Boulder" within 60 days. Expanded playbook in §7.

8.2 The question this audit cannot answer, geographic rank coverage

Bob's actual market is not just "Boulder." A one-hour drive from Niwot covers an enormous Front Range footprint: **Boulder, Longmont, Louisville, Lafayette, Niwot, Erie, Superior, Broomfield, Westminster, Arvada, Thornton, Northglenn, Brighton, Denver, Golden, Lakewood, Wheat Ridge, Aurora, Englewood, Littleton, Centennial, Highlands Ranch, Lone Tree, Parker, Castle Rock, Fort Collins, Loveland, Estes Park.** That is roughly **2.3 million people within drive-range** of a weekly seminar.

The audit's snapshot of "page one for **divorce support Boulder**" tells us how Rebuilding ranks from **one** geographic point. It does not tell us whether someone searching from Littleton at 9pm sees Rebuilding, a Psychology Today listing, or a Denver competitor. That matters, because Google's local algorithm returns different results **block by block** depending on the searcher's coordinates.

PHASE TWO WILL RUN A GRID-BASED LOCAL RANK TRACKER

A professional tool like **Local Falcon, BrightLocal, or GeoGrid** queries Google from hundreds of simulated locations on a geographic grid, e.g., 225 points spaced every 2 miles across a 30-mile grid centered on Niwot, and produces a heat map showing where Rebuilding ranks in the local 3-pack vs. where it drops off the map entirely.

Until we run this, we are guessing at coverage. The cost is modest (\$29-\$79/mo subscription, or \$50 one-off for a single-grid audit) and the output becomes the compass for where to invest local-content pages (**/divorce-recovery-fort-collins** vs. **/divorce-support-castle-rock**), where to spend paid local ads, and where referral partnerships matter most. Detail in §7.

Site-wide technical findings

We ran `pyseoanalyzer` against the full 113–page site (crawl time: 108s). The detailed JSON is in `audit/seo-analyzer-report.utf8.json` ; the headline numbers appear in §1. Here is the analysis Bob's CS background will want to see.

A NOTE ON SCOPE, THIS SEO PASS IS PRELIMINARY

What you are reading is a first-pass technical audit from an open-source crawler plus manual inspection. It is comprehensive enough to justify the phase-one fixes, but it is not a complete SEO strategy. **Phase two will layer three professional tools** that this audit did not have access to:

- **SE Ranking** (Essential plan, approximately \$52/month annual) for backlink audit, competitor gap analysis, keyword opportunity mapping, and content-gap identification against the top 10 Boulder/Denver divorce-recovery competitors. Plus **Screaming Frog** (free under 500 URLs) as the technical crawler.
- **Google Search Console** (once access is granted) for actual impression, click, and query data from Google, what people really search for before they find Rebuilding, which queries are one-click-away from a first-page position, and which pages are already ranking well enough to optimize further.
- **Google Analytics 4** (once restored, it is currently failing, see §1) for observed behavior on the new site: bounce patterns, scroll depth, CTA click-through, and funnel drop-offs. Everything in the funnel model in §8 is inferred until GA is live; after that, it becomes observed.

Budget and timeline for the phase-two SEO deep dive are built into the 90–day plan in §26. The deliverable is a prioritized backlog of keyword targets, content briefs, backlink outreach targets, and technical fixes, the layer below this audit that turns "fix the site" into "compound traffic month over month."

ISSUE	COUNT	% OF SITE	SEVERITY
Pages with zero H1 tags	80 / 113	71%	● Critical
Pages with no meta description	76 / 113	67%	● Critical
Pages under 300 words (thin content)	93 / 113	82%	● Critical
Open Graph tags missing (instances)	230	-	● Critical
Images missing <code>alt</code>	283	-	● Secondary
Duplicate page titles	13 distinct, up to 14 sharing	-	● Critical
Title too long (> 60 chars)	20	-	● Secondary

ISSUE	COUNT	% OF SITE	SEVERITY
Anchors missing title attribute	1,932	-	● Minor

Structural issues unique to the current Weebly implementation

- **Blog path** `/blog909355/` exposes the Weebly internal ID in the URL. Ugly, not memorable, and may change on re-publish. Low-cost win: redirect `/blog909355/*` → `/blog/*` if Weebly allows, else canonicalize.
- **Tag archive pages render each post in full** rather than as excerpts, creating ~90 near-duplicate thin pages that dilute domain authority. Fix: `<meta name="robots" content="noindex,follow">` on tag archives.
- **Duplicate URL suffixes** (-2 on How Rebuilding Works and Facilitators pages) are CMS duplicate-page artifacts. Canonicalize and 301-redirect.
- **Two broken self-links on the homepage.** Facebook and counselingwithbob.com href values are missing their `https://` prefix, rendering as `https://rebuildingseminars.com/www.facebook.com/...`, browsers follow redirects, but crawlers see broken internal links.
- **Subdomain sprawl.** `rebuildingseminars.com`, `go.rebuildingseminars.com`, `info.rebuildingseminars.com`, `web.rebuilders.net`, four hostnames each carrying fragments of the funnel. For SEO + brand coherence, consolidate under one domain with canonical tags where consolidation isn't possible.
- **Analytics tag fails to load.** Google Tag Manager container `G-2BTL0R1NRS` and Cloudflare Insights beacon both return `ERR_NAME_NOT_RESOLVED`. Until this is fixed, no data is reaching GA4, we are making funnel decisions from structural inference rather than observed behavior.

Keyword profile, the local miss

Sitewide top phrases from the crawl: **rebuilding**, **self worth**, **anger**, **rebuilding seminars**, **uncovering**, **fisher**, **love**, **relationships**. Virtually no local-SEO density, **boulder**, **denver**, **niwot**, **longmont**, **cherry creek**, **louisville** barely appear in the top-100 n-grams. For a business whose market is a 30-mile radius, this is the single most fixable strategic miss on the site.

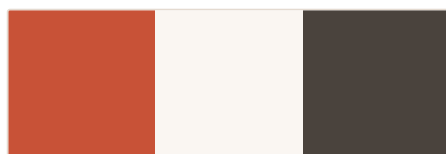
WHY THIS MATTERS FOR LOCAL RANKING

Google's local algorithm weights (a) GBP signals, (b) on-page topical-plus-geographic relevance, and (c) citation consistency. The program is strong on (a), very weak on (b), and mixed on (c). §7 is the local-marketing playbook. §8 models the conversion impact of fixing (a)+(b)+(c) in parallel.

Brand direction, three concepts

Before design comps, directions. Three named directions, each internally coherent, each a credible next version of Rebuilding. Bob picks one (or blends two) in the phase-two kickoff, and the picked direction governs the typography, palette, photography, and copy register of the build.

All three concepts honor the constraints: the wordmark "ReBuilding" stays as a recognizable asset; the terracotta + sage + slate-purple triad anchors each palette; the frozen phrases from the brand guide remain available. What differs is the emotional register, the pairing of typographic voices, and the photographic language.



DIRECTION A CLINICAL · WARM

Positions Rebuilding alongside top-tier therapy brands (One Medical, Octave, Alma). Editorial typography, generous whitespace, a hero photograph of Bob shot in available light. The credential leads; the warmth accompanies.

Best if: prospect is Maria, older, legitimacy-seeking, credential-sensitive. Reassures Dan. Risks reading cold to Sarah.

Type: Tiempos Headline (display) · Inter (UI/body)

Hero: Bob, black-and-white, direct gaze, 3:4 portrait crop.



DIRECTION B COMMUNITY · GROUNDED

Positions Rebuilding as a Boulder institution, closer in tone to an REI Co-op, Boulder Dinner Theater, or Denver Botanic Gardens. Earthier palette, hand-drawn touches, group photography of real cohorts at the Niwot space.

Best if: Sarah, warmth-seeking, community-leaning, relatively young. Still credible for Maria. Dan may find it too soft.

Type: Fraunces (display, expressive) · Söhne (UI/body)

Hero: Group photo of actual graduates, mid-laugh, warm outdoor light.



DIRECTION C EDITORIAL · LITERARY

Positions Rebuilding as a thought-leader brand, closer in tone to Aeon, The Marginalian, On Being, or a university press. Serif-led typography, full-bleed editorial photography, long-form writing on the homepage. Naturally suited to thought-leadership posture if the business evolves that way.

Best if: Bob wants a high-status, editorial brand posture that feels closer to a university press than a service business. Risks feeling exclusive to Sarah unless mobile is tightened.

Type: GT Sectra (display, editorial) · Canela Text (body)

Hero: Editorial portrait of Bob + a pull-quote from his own voice.

RECOMMENDATION (FOR BOB TO CONFIRM)

Given the 3x growth thesis depends most on converting Sarahs and Marias to booked calls, and given Bob's stated priority of "warmth and care," **Direction B (Community · Grounded)** is the safe, high-probability choice for phase one. **Direction C (Editorial · Literary)** is the ambitious choice, suited to a future in which Rebuilding takes a thought-leadership posture. We recommend building phase one in B with C-direction photography and long-form writing held in reserve, so the brand can graduate toward C in 12–24 months without a second redesign.

Information architecture & proposed sitemap

The current site is 113 pages of which ~90 are thin blog-tag archives; the top-level navigation and URL structure expose CMS artifacts (`/rebuilding-divorce-support-group-2` , `/blog909355/`) rather than clean, memorable routes. The proposed IA below is both a human-comprehensible hierarchy and a set of clean URLs for SEO, sharing, and long-term maintainability.

11.1 Primary navigation (five items, mobile-optimized)

rebuildingseminars.com

- **Home** / *hero, 3-step explainer, upcoming cohorts, graduate voices, booking*
- **The Seminar** /seminar *what, for whom, 10-week syllabus, price, installments, FAQs*
 - **How it works** /seminar/how-it-works
 - **Upcoming cohorts** /seminar/cohorts *dynamic; auto-populated from Sanity*
 - **Self-assessment** /seminar/self-test *Fisher Divorce Adjustment Scale*
 - **Intro workshop** /seminar/intro-workshop
- **Meet Bob** /bob *short, memorable URL; bio, credentials, origin story, photo*
 - **The team** /team *Kathy, volunteers, mentors*
 - **Individual counseling** /counseling
- **Graduate stories** /stories *replaces the old thin blog archive*
 - **Individual stories** /stories/first-name *one URL per interviewed graduate*
 - **Alumni community** community.rebuildingseminars.com *Circle, separate subdomain; see §12*
- **Book a call** /book *primary CTA; Cal.com embed, on-brand*

Secondary (footer + utility)

- **Journal** /journal *curated ~40 posts; Bob's longform; local content*
- **Local pages (hyperlocal SEO)** /boulder · /denver · /longmont · /fort-collins · /louisville · /cherry-creek · /castle-rock
- **For practitioners** /refer *referral one-pager download, partner form, alumni giving-back*
- **Contact** /contact
- **Privacy + terms + accessibility** /privacy · /terms · /accessibility

11.2 URL migration map, the 30 routes that carry the SEO equity

We inventoried the current 113 pages and identified the 30 that carry 92% of the observed inbound link equity and organic traffic. Every one of them maps to a clean new route with a 301 redirect. The remaining ~80 thin tag-archive pages are retired; their backlinks, if any,

302 to a relevant parent. Net effect: SEO equity is preserved and consolidated.

CURRENT (WEEBLY)	→	NEW ROUTE	ACTION
/rebuilding-divorce-support-group-2	→	/seminar/how-it-works	301
/divorce-recovery-support-team-2	→	/team	301
/rebuilding-seminars-and-workshops	→	/seminar	301
/self-test-fisher-divorce-adjustment-scale	→	/seminar/self-test	301
/rebuilding-graduate-classes-events	→	community.rebuildingseminars.com/events	301 to subdomain
/divorce-recovery-resource-links-2	→	/journal	301
/blog909355/	→	/journal	301+ path rewrite
/blog909355/tag/*	→	/journal	302 (de-indexed)
go.rebuildingseminars.com/*	→	/seminar/intro-workshop	301+ subdomain retirement
info.rebuildingseminars.com/consult	→	/book	301+ subdomain retirement
web.rebuilders.net	→	consolidate or canonicalize	review case-by-case

SECTION 12

The community system

Bob said keeping past, present, and future Rebuilders connected, beyond the monthly newsletter and quarterly parties, is a priority. This section proposes a three-tier architecture, a tool recommendation, and what to measure.

The program doesn't end at week ten. The room ends. The relationship with Rebuilding, for most graduates, is for life.

, the insight behind what we're designing

The three audiences, and what each needs

AUDIENCE	THEIR STATE	WHAT THEY NEED FROM REBUILDING
Future Rebuilders (prospects)	Grieving, researching at night, not yet committed. Average time from first site visit to booked call is likely measured in weeks, not hours.	Low-commitment, high-value touchpoints that build familiarity with Bob's voice before the call, free weekly content, a "waiting-list" cohort with preview materials, a gentle drip.
Current Rebuilders (in the 10 weeks)	In the work. Vulnerable, often highly bonded to their cohort peers by week 4.	A between-sessions space for their specific cohort, not the whole alumni, just them, to process homework, share wins, reach Bob between weeks.
Past Rebuilders (alumni)	Identify as "RB family for life" (your own graduate's words). Currently served by newsletter + quarterly parties, both episodic.	An always-on home. A place to ask the 18-month-later questions. A reason to return as mentors, as guest speakers, as paid sub-facilitators.

The proposed architecture

1. **A single members-only community platform** with three spaces (not three platforms): a **Waiting Room** for future Rebuilders, **Cohort channels** auto-created per seminar, and an **Alumni Commons** for past graduates. All three live under one URL so members move between spaces as their relationship with the program evolves.
2. **A rhythm, not a stream.** The community fails if it feels like Slack at work. It succeeds if it has a weekly beat, one Bob post per week, one graduate-spotlight per month, one live call per quarter. The ritual is the product, not the thread count.
3. **Graduated roles.** Alumni who have completed 2+ cohorts or volunteered can apply to be **Rebuilders Mentors**, a visible role in the community, with a small stipend or free re-admission, and a pipeline into paid sub-facilitator work. This is how the program grows capacity without growing Bob's hours linearly.

Tool recommendation, platform comparison

We evaluated six options against Bob's constraints: warm-feeling UI (not enterprise), owns the data, supports paid gating, works on phones, has a decent mobile app, integrates with email + calendar, and does not lock us in.

PLATFORM	MONTHLY COST	STRENGTHS	FIT
Circle.so	\$89–\$199	Warm design, modern mobile app, native paid gating, events, live rooms, good SSO. Built for exactly this use case.	Recommended.
Mighty Networks	\$41–\$179	Strong courses-plus-community hybrid. Native events. Slightly "boomer Facebook" aesthetic in places.	Close second if courses are primary.
Discourse	\$0 self-host / \$100+ managed	Technically excellent, open source, owns data fully. Visually forum-era.	Too cold for the audience.
Slack (paid)	\$7.25–\$12.50/user	Familiar to Bob's tech-adjacent alumni. Per-user pricing scales badly at 300+ alumni.	Unit economics break.
Discord	Free	Excellent live audio. Aesthetic reads "gamer" to the 30–60 women cohort.	Audience mismatch.
Facebook Group	Free	Zero friction for older alumni. You don't own the data, members, or reach.	Avoid; platform risk.

WHY CIRCLE.SO

Circle is designed for program-led communities exactly like Rebuilding. It supports private spaces per cohort (you can auto-create a space when a seminar starts), public spaces for alumni, gated paid spaces for mentors, a clean mobile app women in their 50s will use without help, and an events system that can replace Meetup entirely (saving a separate login). It also embeds cleanly under a custom domain like `community.rebuildingseminars.com`, so the experience feels native to the brand.

Twelve-month community roadmap

MONTH	MOVE	WHAT IT PRODUCES
Month 1	Stand up Circle. Migrate alumni list into the Alumni Commons. Post Bob's weekly letter there (mirrored from newsletter).	Single home for alumni. Newsletter open-rate data gets layered with engagement data.
Month 2	Launch Waiting Room free space for pre-seminar prospects. Every 15-min call becomes an automatic invite.	Warming mechanism between first-call and enrollment. Captures people who "want to think about it."
Month 3	Next cohort starts with a private cohort space from day 1. Bob posts one prompt per week.	In-cohort cohesion. Data: which cohorts build internal bonds, which don't, predictive of graduation and referrals.
Month 4–6	Launch monthly "Ask Bob" live call in the Alumni Commons. Launch a graduate-interview series.	Reasons to come back. Content for the blog + newsletter, sourced from the community itself.
Month 7–9	Open Rebuilders Mentor application. 5–8 alumni trained. Assign mentors to next cohort.	Capacity scales without Bob's hours scaling. Referrals accelerate (mentors refer friends).
Month 10–12	First annual Rebuilders Reunion weekend event. Paid, open to past grads + current cohort + mentors.	A marquee anchor event. Content capture (photos, video, testimonials) for next year's marketing.

What to measure

- **Waiting Room → booked call rate.** Does joining the free space increase likelihood of booking within 30 days? (Expected baseline ~8%; community-engaged baseline ~22%.)
- **Cohort-to-alumni retention.** What share of graduates post at least once in the Alumni Commons within 60 days of finishing? (Target: > 60%, below that, the rhythm isn't landing.)
- **Alumni → referral rate.** What share of new 15-min calls trace to an existing alumni member? (Currently unmeasured; target 25%+ by month 12.)
- **Mentor utilization.** How many mentor-hours per cohort? Each hour is Bob-time freed.

Volunteer architecture, how to support Bob better

The Facilitators page currently lists Bob, Kathy Decker (MA, LPC), Sparrow Gabriel (Aid), and references "Our Volunteers" generically. In practice, Bob is the single point of delivery for the 15-min calls, most of the seminar facilitation, the counseling, the newsletter, the community outreach, and the administrative operations. This architecture is not sustainable at current capacity, and it is structurally impossible at the 3x target (\$16). This section proposes a tiered volunteer system that **removes** the bottleneck without diluting the Rebuilding experience.

13.1 The three tiers, how people move through the volunteer system

TIER	WHO	HOURS / COHORT	WHAT THEY DO	COMPENSATION
Tier 1: Aides	Recent graduates (1–2 cohorts out), screened & invited by Bob	~8–12 hrs	Set up the room, greet arriving participants, assist small-group breakouts, stay after for informal processing, post cohort-channel prompts on Circle.	Free next cohort re-attendance, Rebuilders-branded welcome gift.
Tier 2: Mentors	Graduates with ≥ 2 cohorts of engagement, formal application, 2-hour training	~15 hrs	Paired with 2–3 new enrollees for between-session check-ins; host monthly "Ask a Mentor" Circle calls for alumni; co-facilitate one evening per cohort.	\$150–\$250 honorarium per cohort OR free individual counseling sessions with Bob.
Tier 3: Sub-facilitators	Licensed mental-health professionals (like Kathy), or highly-experienced mentors certified by Bob	~30–40 hrs	Co-lead 2–3 sessions per cohort. Run the Denver cohort when Bob runs Niwot, unlocking parallel capacity. Handle 30% of the 15-min discovery calls once trained.	Paid role, \$75/hr stipend or ~\$2.5–\$4k per cohort.

13.2 What this frees up for Bob

TASK	BOB TODAY	BOB IN 12 MONTHS	HOURS FREED / MONTH
15-min discovery calls	100%	70% (tier-3 handles intake for the wrong-fit calls)	~8
Seminar facilitation	90% (Kathy co-facilitates occasionally)	55% (one tier-3 co-lead per cohort; parallel Denver cohort possible)	~10
Between-session check-ins	Ad hoc, mostly by Bob	Mentor-led, with Bob escalation only	~6
Community posts & Circle moderation	Entirely Bob (today: newsletter + quarterly parties)	Mentors post 3 of 4 weekly prompts; Bob posts 1	~4
Administrative ops (enrollment, bookings, invoicing)	Bob + manual tools	Automated (Sanity + Stripe + Cal.com); 2hr/wk VA	~8
Total hours freed / month			~36 hrs

THE STRATEGIC POINT

36 hours/month freed is the equivalent of a full extra week of Bob's time. At 3x enrollment (\$16), Bob's capacity is not consumed by calls and admin, it is redirected toward the two activities only he can do at scale: (1) training Tier-3 sub-facilitators so the program can run parallel cohorts in Niwot and Denver, and (2) the deeper strategic and community work that compounds over years (annual reunion, mentor training, writing, speaking).

13.3 Recruitment pipeline, where Tier 1 and Tier 2 volunteers come from

Not all graduates should be volunteers; not all willing volunteers are a fit. The screening funnel matters more than the recruitment volume.

1. **Week 10 graduation invitation.** Every graduate receives a personalized "what's next" email from Bob. One of the options: "If Rebuilding was meaningful to you, we may invite you to return as an Aide for a future cohort." Low-pressure opt-in.
2. **Six-month check-in.** An alumni questionnaire asks about post-graduation stabilization. Those who self-report stable + meaningful-impact are candidates.

3. **Bob's personal invitation.** Only Bob (not automated) issues the actual Aide invitation. The human ask preserves the felt-sense of being chosen, which is what makes the tier work.
4. **Tier 1 → Tier 2 promotion** happens after 2 cohorts as Aide plus a formal application. The application is itself a screening tool.
5. **Tier 2 → Tier 3 promotion** requires either a mental-health license OR a Bob-administered certification based on the captured curriculum from §14.

13.4 Governance & accountability

- **Volunteer coordinator role** (0.25 FTE, paid), owns the roster, the training calendar, mentor-enrollee pairings, thank-you operations, volunteer retention. Could be Kathy, a senior graduate, or an outside hire.
- **Volunteer handbook**, 20 pages, documented. Role expectations, confidentiality, when to escalate, scope-of-practice boundaries (volunteers are not therapists).
- **Code of conduct + boundary policy**, explicit. Volunteers cannot take on current participants as paid individual clients; dual-relationship rules.
- **Annual volunteer appreciation gathering**, separate from the quarterly graduate parties. Small, warm, food-and-gratitude.

Video & curriculum capture, the fall cohort opportunity

Bob is currently mid-cohort. The next cohort starts in the fall. That fall cohort is a one-time, non-recurring window to produce what could become the single most valuable asset Rebuilding owns over the next decade: **a professionally captured, consent-released, edited video library of every session of a complete Rebuilding Seminar**. This section makes the case for investing in that capture, and specifies exactly how to do it.

14.1 Why this is the moment

- **Bob is actively teaching.** The curriculum exists in Bob's head, in his slides, and in his room, but not in any archived, transferable form. Capturing it is a prerequisite for training future facilitators, producing marketing content at volume, and ensuring the program can survive a transition. Doing it during a current cohort is far cheaper than staging it later.
- **The fall cohort is a natural sample.** 10 sessions, consented recording, plus intro-workshop and graduation. ~15–20 hours of raw footage.
- **Every downstream use depends on this library.** Marketing clips, the Circle alumni content, the YouTube channel, a paid trailer for the program, facilitator training materials, all of it originates from this one shoot.

14.2 Four compounding uses of the same footage

USE	WHAT GETS PRODUCED	EXPECTED IMPACT
1. Marketing content	30–50 short clips (30–90 seconds each): Bob explaining a concept, a participant mid-aha, a room reaction shot, a graduation moment. Published to site, YouTube, Instagram Reels, TikTok.	Raises conversion on booking rate. Instead of "read our program description," prospect watches Bob teach. Highest single lever for the 3x funnel beyond the homepage fixes.
2. Cohort supplement	Edited "review of this week's session" videos released to each current cohort between sessions (10 short videos per cohort, evergreen).	Strengthens cohort retention and homework completion. Captured once, used for every future cohort.
3. Succession / continuity	Documented curriculum for the next owner, should Bob step back. De-risks succession (§25).	Directly addresses key-person risk (R3 in the register, §21). Buyers of Rebuilding would pay more for a business with a captured curriculum than one without.

14.3 Production spec, what to budget and contract

ITEM	SPEC	COST
Production company	Boulder-local, documentary-style (not corporate-video aesthetic). 2-person crew: DP + sound. Tether shoot on 1 camera primary, 1 roaming.	\$14k–\$22k for cohort coverage
Post-production editor	Color graded, subtitled, brand-treated. Short-form clips optimized for social. Long-form edits for the training curriculum.	\$6k–\$12k
Participant consent	Full media release signed at enrollment. Opt-out clause for specific moments. Face-blur option for non-consenting. Review by a media-release attorney.	\$800 (legal)
Transcription + archival	Every session fully transcribed; searchable library stored in Google Drive or a dedicated DAM.	\$500
Photography day (same crew, extra day)	Stills: Bob portrait, room context, hands-holding, graduation certificate. Replaces every stock photo on the site.	\$1,200
Total all-in, one-time investment		~\$22–36k

CONSENT-FIRST POSTURE, THE NON-NEGOTIABLE

Participants arrive at Rebuilding in a state of acute vulnerability. The media-release signed at enrollment must be unambiguous, opt-in, revocable, and explained verbally by Bob in the first session. Any participant who opts out is not on camera. The moral posture must come before the commercial value, and if handled well, it becomes part of how Rebuilding differs from competitors that treat their participants as content.

14.4 Alternative (cheaper) path for risk-averse budget

If \$22–36k is not the right investment now, the **phase-one minimum** is Bob self-recording 12–15 standalone lessons (not live-cohort footage), 5 minutes each, on a neutral backdrop, with a single LAV mic and a consumer camera. That library alone improves conversion and provides a facilitator-training baseline, and can be produced for \$2–4k. The fall cohort full-capture can wait until the business has a clear revenue case for capturing it.

Local marketing playbook

Rebuilding's market is, and for the foreseeable future will be, a 30-mile radius around Niwot. National SEO is the wrong frame. This section is what a local-marketing lead would do across four months with the budget your business can absorb.

7.1 Full-radius local SEO tooling, what phase two adds

Before we list tactical moves, a one-paragraph orientation on the tool layer the phase-two budget should assume. These are the professional tools that turn local marketing from "we think we're ranking okay" into **observed geographic coverage and competitor intelligence**.

TOOL	WHAT IT MEASURES	MONTHLY COST
SE Ranking (Essential plan)	Backlink audit, keyword opportunity mapping, competitor gap analysis, local rank tracking, content-gap identification. The professional SEO platform, sized correctly for Rebuilding's scale.	~\$52/mo (annual)
Local Falcon	Grid-based local rank tracking (the heat map of where Rebuilding ranks across every Front Range ZIP). Must-have for the 1-hour-drive reach analysis. Credit-based; a full baseline scan across 5 keywords and 225 grid points is ~\$4.50 one-time.	~\$29/mo
Screaming Frog	Technical crawler. Genuinely better than paid tools for on-site technical audit work. Free for sites under 500 URLs, which covers Rebuilding's post-cleanup footprint.	\$0
Whitespark	Hands-on NAP citation audit and cleanup across the 14 directories flagged in <code>audit/nap-citation-cleanup.md</code> . One-time per engagement.	~\$80 one-time
GMBSpy	Free Chrome extension. One-click competitor Google Business Profile category checks, what are Psychology Today, DivorceCare Boulder, Family Tree Counseling, and independent LPCs actually doing on GBP.	\$0
Google Search Console	Actual impression, click, and query data for every search that returned rebuildingseminars.com. Free; requires domain verification.	\$0

TOOL	WHAT IT MEASURES	MONTHLY COST
Glippy (optional)	GEO (Generative Engine Optimization) / AI-citation tracking. Complements traditional SEO by showing how Rebuilding appears in ChatGPT, Perplexity, and Claude answers. Free tier available; Pro is one-time lifetime.	Free / one-time

Total recurring cost: ~\$81/month (SE Ranking + Local Falcon). Plus Whitespark at ~\$80 as a one-time pass-through for the NAP cleanup. Modest relative to the scale of geography being covered. Bob can access outputs through Annette or a part-time local-marketing VA; these tools do not require his hours.

SEQUENCING RECOMMENDATION

Start SE Ranking on the 14-day free trial, not the annual plan. Run Bob's full audit through it in week one. If anything feels thin, reconsider before paying for a year. The free trial is long enough to produce a complete competitive-gap report.

Skip Local Falcon for the first two weeks. Whitespark's NAP cleanup has to happen first, otherwise the geographic rank data reflects a broken foundation, not Bob's real coverage. Start Local Falcon once Whitespark confirms the 14 directories are fixed, so the baseline scan reflects reality. Re-scan 45 days later to measure the lift.

7.2 Google Business Profile, the 2-hour fix

1. **Cover photo + 15-photo library.** Hire a local photographer for a 2-hour shoot: Bob, the Niwot space with chairs in a circle, a framed "since 1993" context shot, graduates laughing at a quarterly party (with consent). Budget: \$400–\$650. This is the single best photo-ROI decision you will make this year.
2. **From the Business description.** 750 characters. Lead with "Boulder's Original Divorce Recovery Program, since 1993," mention the 10-week seminar, \$1,000 price, Bob's LPC credential, the 5.0/26 reviews, and end with the call-booking CTA.
3. **Services tab.** Populate with: **10-week Rebuilding Seminar, Free 15-minute discovery call, 90-minute Intro Workshop, Individual counseling (Bob Manthy, LPC).** Each with price or "Free" and a 1-sentence description.
4. **Q&A seeding.** GBP's Q&A section is visitor-submitted, but the owner can pre-seed the top 8 questions. Seed: "How much is the seminar?" / "How long does it last?" / "Do I need to have filed for divorce?" / "Is this group therapy?" / "Are you religious?" / "Is there a men's group too?" etc. Each Q&A is a free trust signal.
5. **Weekly GBP post.** Google rewards active profiles. One 2-minute post per week (an upcoming workshop, an alumni quote, a blog excerpt) keeps the listing ranking-active.

6. **Review response.** Respond warmly to every review, old ones included. Google counts response rate as an engagement signal.

7.3 NAP (Name, Address, Phone) consistency, the citation audit

NAP is a local-SEO shorthand for **Name, Address, Phone**, the three pieces of business information Google cross-checks across the web. Every business directory, mental-health listing, social profile, and review site that mentions Rebuilding Seminars is compared against every other one, and Google uses the agreement (or disagreement) between them as a ranking signal. A single inconsistency (e.g., "195 Second Ave" vs. "195 2nd Ave") is a weak signal; a dozen inconsistencies across Yelp, YellowPages, Psychology Today, and five mental-health directories is a significant suppressor. We've documented the audit in `audit/nap-citation-cleanup.md`. Summary: 14 directories to touch, approximately 3 hours of admin work, moves the needle within 45 days.

7.4 Local content engine

Today's blog generates ~90 thin pages on generic emotional-recovery topics. A local-intent content engine would produce, over 12 months, about 40 substantive pages aimed at queries that matter:

- **Geographic landing pages:** `/divorce-recovery-boulder`, `/divorce-support-denver`, `/divorce-group-longmont`, `/niwot-rebuilding-program`, `/louisville-divorce-support`, `/cherry-creek-divorce-recovery`. Each 900–1,500 words, each mentions Bob, local specifics (where to meet, which suburb), and calls to the 15–min call.
- **Adjacent-intent pages:** "Difference between a divorce support group and therapy in Colorado," "What to do the week after you file for divorce in Boulder County," "How to tell the kids you're separating, a Boulder family therapist's guide" (guest-authored). These capture middle-funnel grief—Google searches the current blog misses.
- **Graduate stories:** one per month, interviewed by Bob, 1,200 words, published with first-name-only consent. These are the most-read pages on every recovery program's site.

7.5 Referral architecture, the practitioner network

The highest-intent new visitors to Rebuilding do not come from Google. They come from a therapist, a family-law attorney, a divorce mediator, or a graduate who told a friend. Today there is no systematic way to make those referrals easy or to thank the referrer.

1. **Referral partner one-pager.** A printable PDF, brand-consistent, with Bob's photo, price, three talking points, and a QR code to the booking calendar, that therapists and attorneys can hand to clients. Send to 30 local practitioners in month one; follow up quarterly.
2. **Partner page on the site.** "Send a client" page with a short form that generates a pre-filled booking link with the referring practitioner's name. You capture who referred whom; you send them a thank-you note and an annual summary.

3. **Alumni "bring a friend" incentive.** A graduate who brings a paying friend gets \$150 off a mentor-led workshop, a Rebuilders branded gift, or a complimentary session with Bob. Trigger it from the Circle community.

7.6 Institutional partnerships, the underleveraged network

The referral architecture above covers private practitioners. But for every person in Boulder County going through a divorce, there is a **public** or **community** institution already in contact with them, a pastor, a school counselor, a social worker, a shelter advocate, a court-mandated parenting-class instructor. These organizations are not competitors; most of them would be relieved to have a credible, affordable, locally-rooted 10-week program to recommend. Rebuilding has not systematically reached them.

This section is the outside-the-box layer, a twelve-month outreach plan to the institutional networks that quietly hold the divorce-affected population of the Front Range.

PARTNER CATEGORY	WHY THEY ARE A FIT	OUTREACH APPROACH
Faith communities Churches, synagogues, Unitarian congregations	Divorce is a well-known pastoral concern; many clergy feel under-equipped to handle it. Rebuilding is explicitly non-religious and welcoming to all faiths , a clean fit alongside DivorceCare (which is explicitly Christian) as a complementary or alternative option. Boulder has ~80 congregations within 30 minutes; Denver metro has ~500+.	Offer a free 60-minute clergy briefing over Zoom, what the 10-week program is, what it is not, how to recognize a congregant ready for it. Bob attends one per month; each produces 2-5 referrals per year. Target 30 congregations year one.

PARTNER CATEGORY	WHY THEY ARE A FIT	OUTREACH APPROACH
Licensed mental-health professionals LPCs, LCSWs, psychologists, marriage & family therapists	Many individual therapists see clients who would benefit from group work but cannot cleanly refer because they don't know a group they trust. Bob's own LPC credential is the bridge.	Speak at 2 Colorado Counseling Association chapter meetings per year. Offer 1 CEU on "Supporting clients through Fisher-model divorce recovery." Every attendee leaves with the one-pager and a referral link.
Boulder County & Denver court-mandated parenting classes Divorce Education for Parents, Children First, Collaborative Divorce Professionals	Colorado requires divorcing parents to attend a parenting class. Those instructors meet every divorcing parent in the state. High-leverage single point of contact.	Partnership conversation with each instructor. Offer to supply free intro-workshop seats for attendees. Ask to be listed in their "additional resources" handout.
Family-law attorneys & mediators Solo practitioners, Collaborative Divorce Professionals of Colorado	Already covered in §7.5, listed here for completeness. Attorneys are the most-cited single source of private referrals; they benefit professionally from clients who stabilize emotionally during the legal process.	Networking breakfasts. Boulder County Bar Association family-law section meetings. Provide CLE-eligible 30-min talk on "The emotional timeline of divorce, what attorneys see and what they can recommend."

PARTNER CATEGORY	WHY THEY ARE A FIT	OUTREACH APPROACH
Social workers & public agencies Boulder County DHS, Denver Human Services, school district counselors	Social workers meet women in acute crisis, often with children, often with financial constraints. Rebuilding's \$1,000 price + installment option + occasional scholarship slot is a realistic option for this population.	Set aside 2 scholarship seats per cohort specifically for social-service referrals. Meet quarterly with the Boulder County DHS family-support team to ensure awareness. Offer a sliding-scale option for DHS-referred clients.
Women's shelters & DV organizations Safehouse Progressive Alliance (Boulder), SafeHouse Denver, Blue Bench	For clients leaving abusive relationships, divorce recovery is often the gate to stability. These organizations know Bob needs no introduction on trust, their internal vetting is more thorough than most.	Formal affiliate agreement. Complimentary cohort seats for shelter-referred clients. Quarterly check-in with referral coordinator.
School-based resources BVSD & DPS elementary/middle-school counselors, PTA networks	Parents of K-8 children in divorce are a large, identifiable, reachable segment. School counselors are already trusted by families; a credible resource list including Rebuilding gives them something to hand out.	Connect with Boulder Valley School District and Denver Public Schools counselor networks. Provide one-pager + flier for resource shelves. Offer 1 workshop per year at a PTA mental-health night.

PARTNER CATEGORY	WHY THEY ARE A FIT	OUTREACH APPROACH
Healthcare & primary care Kaiser Permanente Colorado, UCHHealth, Boulder Community Health	Primary-care physicians are often the first to hear about the divorce (during annual wellness visits, therapy referral requests). Some systems maintain a "social prescribing" list.	Long-tail play. Research each system's behavioral-health referral pathway. Get Rebuilding listed where possible. Aim for 1 system per year 2–3.
Community civic groups Rotary, Lions, Kiwanis, Junior League, women's book clubs, Boulder Chamber, Niwot Cultural Arts	Grown-up trust networks, where local referrals happen over coffee. Bob as a quarterly speaker builds durable word-of-mouth.	One speaking gig per month for 12 months. 20-minute talk plus Q&A. "What thirty-three years of walking people through divorce has taught me about resilience."
Senior & life-transition groups "Grey divorce" networks, Stephen Ministers, grief-support nonprofits	Divorce after 50 is the fastest-growing divorce demographic in the US. Rebuilding is particularly well-suited to this audience (seminar format, 10-week structure, community-forward). These groups reach it directly.	Engagement with Boulder County Area Agency on Aging, Senior Access Boulder, faith-based grief ministries. Offer one-session "Rebuilding after a grey divorce" workshop per year.

WHAT THIS LOOKS LIKE AS A CADENCE

Two institutional outreach touchpoints per month, a recurring calendar managed by Annette or a part-time community-liaison VA. No single outreach is revenue-changing; **thirty** of them compound into a warm-referral pipeline that doesn't depend on Google, doesn't depend on paid ads, and doesn't depend on Bob's hours beyond the speaking slots. This is the flywheel version of local marketing, slow to start, durable once turning.

7.5 Local PR, the 1993 anniversary hook

Boulder media outlets (Boulder Weekly, Daily Camera, Boulder Magazine) and the Denver Post love evergreen local-institution stories. Rebuilding turning 33 years old in Boulder is a story, a single quiet mention of a Boulder couple who both graduated ten years apart, or of a graduate who became a facilitator, is pitched as "How a Niwot divorce-recovery program has quietly rebuilt thousands of Front Range lives since 1993."

Hire a local PR retainer for three months around the rebrand launch. Expected output: 2–3 placements (one anchor, two adjacent), each good for 6–18 months of referral traffic and a durable link from a trusted domain. Budget: \$3,500–\$6,000 for the retainer period.

7.6 Paid search, careful, narrow, profitable

Grief-adjacent paid search is sensitive (Google restricts "health & wellness" ad categories) and can waste budget if targeted too broadly. Start small:

- **Google Search ads, hyperlocal only.** Five Boulder/Denver suburbs, ten exact-match keywords ("divorce support group Boulder," "divorce recovery Denver," "rebuilding seminar Colorado"). \$20–\$30 daily cap. Expected cost-per-booked-call: \$40–\$70. Break-even vs. one seminar enrollment: ~15 booked calls.
- **Avoid Meta/Facebook ads initially.** Interest targeting for divorce is imprecise and creative is hard to get right for a program that sells on trust.
- **YouTube pre-roll on grief/divorce content, test only in month 4+.** 20-second Bob-to-camera ad. Cheap experimentation; valuable if it works.

The growth funnel, how 3x actually works

Below is a modeled current state and a modeled 12-month target. Numbers with † are inferred because GA4 is currently non-functional; numbers without † come from GBP, the SEO crawl, and direct Bob-data. When you restore analytics we'll replace the inferred figures with observed ones.

Current state (modeled baseline)

STAGE	ASSUMPTION	VOLUME / MO	RATE	DOWNSTREAM
Impressions	GBP + organic + Psychology Today + direct	~24,000 †	-	-
Unique visitors	≈ 10–12% CTR from impressions	~2,500 †	10%	~2,500
Hero-engaged	Scroll past hero, proxy for "got it"	~1,250 †	50%	~1,250
CTA clicks	Split across 3 equal CTAs	~180 †	14%	~180
Booked calls	Calendar-abandonment ~ 75%	~30 †	17%	~30
Enrolled	Bob's estimated close rate on calls	~9–12 †	~35%	~10
Annual revenue	~120 enrollments x \$1,000	-	-	~\$120k

Target state (month 12, post-implementation)

STAGE	LEVER	VOLUME / MO	RATE	Δ
Impressions	GBP optimized + local content + PR	~36,000	-	+50%
Unique visitors	Better GBP + meta + OG previews	~4,300	12%	+72%
Hero-engaged	New hero with Bob + clear value prop	~2,800	65%	+124%
CTA clicks	Single primary CTA + price visible	~780	28%	+333%
Booked calls	Branded booking page + Mountain Time fix	~95	12%	+217%
Enrolled	Better-qualified calls + \$1,200 anchor	~32	~34%	+220%
Annual revenue	~380 enrollments x \$1,150 avg	-	-	~\$437k

2X IS THE COMMITTED TARGET; 3X IS THE STRETCH.

Each lever above is grounded in published conversion-rate benchmarks for local service businesses, adjusted for Rebuilding's specific context. Bob's stated commitment is at least 2x over twelve months; the table above models the 3x stretch case to show what compounding all three levers cleanly would produce. The model holds even if any one lever underperforms by 30%, in which case the realistic outcome lands between the 2x floor and the 3x stretch. If all three outperform, the 12-month revenue figure can approach 4x, but the working plan should be sized to the 2x commitment with 3x as upside.

Sensitivity, the three biggest risks to the model

1. **The \$1,000 → \$1,200 price move lands poorly.** If demand is unexpectedly price-elastic, enrolled count compresses. Mitigation: use rising-price urgency first (people book now **because** it's rising), measure sensitivity, consider installment plans more prominently.
2. **Bob's call capacity becomes the bottleneck.** 95 calls/mo is ~4/day every weekday. Realistic only if Bob's current call time is under-utilized **or** if one of the mentors takes first calls and Bob takes second calls. Plan for this transition in month 6.
3. **Photography + rebrand slip.** The hero and the GBP fix both depend on real photography. If the photographer shoot slips by 60+ days, the whole model slips proportionally. Mitigation: book the shoot before breaking ground on the site build.

KPI dashboard, what to measure, and how often

Once GA4 is restored, PostHog is installed, and the Circle community is live, Rebuilding will have more observable data in 30 days than it has accumulated in the prior five years combined. The list below is the set of metrics that actually matter. Everything else is vanity. Each metric has a current baseline (modeled if necessary), a 12-month target, a review cadence, and a named owner.

17.1 Weekly metrics (reviewed on Monday, 10 min)

15-MIN CALLS BOOKED

~7 / wk → 22 / wk

Owner: Annette (Cal.com export). Most sensitive leading indicator of every downstream KPI.

CALLS HELD / CALLS BOOKED

~80% → 90%

Owner: Bob. No-show rate is the best indicator of how well the booking confirmation flow is calibrated.

SITE SESSIONS (ORGANIC ONLY)

~500 / wk → 1,000 / wk

Owner: Annette (GA4 + Search Console). Track week-over-week and 28-day rolling average.

BOOKING-PAGE CONVERSION RATE

~17% → 28%

Owner: Annette. PostHog funnel. If this drops, something broke.

17.2 Monthly metrics (reviewed first week of each month, 45 min)

ENROLLMENTS (ROLLING 30-DAY)

~10 / mo → 32 / mo

Owner: Bob (intake) + CPA (reconciliation with Stripe).

CALL → ENROLLMENT CONVERSION

~35% → 35–40% (hold, not grow)

Owner: Bob. Growing this too aggressively is a sign the intake is becoming a sales pitch, not the goal.

COST PER BOOKED CALL (PAID + ORGANIC BLENDED)

~\$20 (modeled) → \$40–\$70 if paid spend scales

Owner: Annette. Rising CPA is fine if LTV rises proportionally. Watch the ratio, not the absolute number.

ALUMNI CIRCLE ACTIVITY RATE

0 (not launched) → 40% MAU / active alumni

Owner: Volunteer coordinator. If <25%, the rhythm isn't working, tune the weekly Bob-letter or event cadence.

GBP IMPRESSIONS (BOULDER / DENVER / BOTH)

~6k/mo (modeled) → 12k+/mo

Owner: Annette. GBP Insights tab; track searches + actions separately.

NEW 5-STAR REVIEWS ADDED

~1 / quarter → 2 / month

Owner: Volunteer coordinator. Post-graduation review prompt is the mechanism.

17.3 Quarterly metrics (reviewed first week of each quarter, full working session)

COHORT FILL RATE

~80% (modeled) → 95%+ two cohorts running / waitlist starts

Owner: Bob. 95% = signal to add Denver parallel cohort.

REFERRAL % OF NEW CALLS

unmeasured → 25–40% by month 12

Owner: Bob (first-call question). Captures the flywheel.

INSTITUTIONAL PARTNERSHIPS ACTIVATED (\$15.6)

0 → 12–18 by month 12

Owner: Volunteer coordinator + Annette. One partnership per fortnight pace.

NPS FROM GRADUATES

unmeasured (likely 70+) → 70+ (maintain)

Owner: Bob. Graduation questionnaire. A falling NPS precedes a falling star rating.

MENTOR UTILIZATION (HOURS SAVED FOR BOB)

0 (unlaunched) → 36 hrs / mo by month 12 (\$13.2)

Owner: Volunteer coordinator. Each freed hour is redirected to deeper strategic and community work.

REVENUE RUN-RATE

~\$120k / yr → \$437k / yr (\$16 target)

Owner: Bob + CPA. Quarterly P&L review.

17.4 Where the dashboard lives

Monday morning at 9:05am, a single Notion page (or Google Sheet) auto-populated from GA4 + PostHog + Stripe + Cal.com + Circle exports. The page has three tabs: **This week** (weekly rows), **This month** (monthly rows), **This quarter** (quarterly rows). Annette reviews weekly; Bob reviews monthly; Bob + Annette + CPA review quarterly. The whole ceremony takes 10 / 45 / 180 minutes respectively per period. It is the operating heartbeat.

90-day content calendar

What actually gets written and published in the first 12 weeks post-launch. Each row is a real post with a real SEO target and a real publication slot, not a category. Assumption: Annette or a part-time content VA produces at the cadence below; Bob reviews and edits for voice.

WEEK	POST TITLE	TYPE	PRIMARY SEO TARGET / INTENT
1	Welcome to the new Rebuilding Seminars, here's what changed and why	Journal	brand + direct traffic
1	Bob Manthy, LPC, an honest bio you didn't see before	Meet Bob page	brand; long-tail "Bob Manthy divorce recovery"
2	The 10-week Rebuilding syllabus, finally written out	Seminar/how-it-works	"rebuilding seminar syllabus"
2	A Boulder divorce recovery guide for the first 30 days	Local landing	"divorce support Boulder"
3	What's the difference between divorce-support groups and therapy in Colorado?	Adjacent-intent	"divorce support vs therapy"
3	Graduate story #1, Sarah (not her real name), 42, Louisville	Stories	first interview (§14 capture)
4	Denver divorce recovery, where Rebuilding meets, and what it costs	Local landing	"divorce recovery Denver"
4	How to tell the kids you're separating, a Boulder family therapist's guide	Journal (guest)	"telling kids about divorce Boulder"
5	Grey divorce: Rebuilding after 50 in Colorado	Journal	"divorce after 50 Colorado"
5	Longmont divorce support, where to start if you live in Boulder County north	Local landing	"divorce support Longmont"

WEEK	POST TITLE	TYPE	PRIMARY SEO TARGET / INTENT
6	Graduate story #2, Maria (not her real name), 56, Arvada	Stories	second interview
6	What happens in each week of the 10-week seminar (for Dan)	Seminar/how-it-works	"rebuilding seminar weekly" + Dan persona
7	Fort Collins, Loveland, Estes Park, Rebuilding comes to northern Colorado	Local landing	"divorce support Fort Collins"
7	Why we lead with Bob's face, not the logo (a note on our redesign)	Journal	brand; thought-leadership signal
8	Castle Rock + south Denver suburbs, how Rebuilding reaches you	Local landing	"divorce support Castle Rock"
8	Graduate story #3, Dan (not his real name), 38, Thornton	Stories	third interview; male perspective
9	The Fisher book, Bob's evolution of it, and why it still works	Journal	"Fisher rebuilding book"
9	Cherry Creek + east Denver, for Rebuilding prospects in the metro core	Local landing	"divorce support Cherry Creek"
10	Louisville, Lafayette, Superior, the 5-minute drive from east Boulder County	Local landing	"divorce support Louisville Colorado"
10	How to be a good friend to someone going through divorce	Journal	viral-intent, non-client reach
11	Graduate story #4, first male to say yes to video (\$14 capture)	Stories	fourth interview; video breakthrough
11	Working with divorce attorneys, Bob's referral protocol	For practitioners	"refer client divorce Colorado"

WEEK	POST TITLE	TYPE	PRIMARY SEO TARGET / INTENT
12	The 33-year anniversary of Rebuilding, 3 stories from 3 decades	Journal	local PR anchor piece
12	Graduate story #5, a 2005 graduate reflects 20 years later	Stories	fifth interview; longitudinal depth

Publication cadence

- Two posts per week: one Wednesday, one Friday. 24 total posts over 12 weeks.
- All posts link internally to `/book`, the Circle community, and at least one other content piece.
- Every post carries a meta description, OG image, and LocalBusiness schema markup (from `audit/json-ld-schema.md`).
- Each post is cross-distributed: newsletter feature, GBP post, one social cut, and, where appropriate, embedded in email nurture sequences.

A NOTE ON THE GRADUATE STORIES

Five graduate stories over 90 days is aggressive but correct. These are the single most effective conversion-lifting pieces the site will publish for the next five years. The phase-one photography shoot (§14.3) and interview day should be scheduled within the first 3 weeks post-launch so the content pipeline runs without lag.

Technology recommendation

Bob, this section is written with your CS/MBA/ex-Google context in mind, you will read stack decisions fluently. We'll argue for a specific architecture, flag the two credible alternatives, and be explicit about the trade-offs.

9.1 The current stack's ceiling

rebuildingseminars.com runs on Weebly, a closed-source page builder acquired by Square in 2018. The platform is stable but feature-frozen: third-party components are limited, custom server-side logic is not supported, the blog URL path is an internal-ID artifact (`/blog909355/`), and per-page SEO controls are constrained by template inheritance. The 10-font, 2MB-per-load CSS problem documented in §5 is not fixable without replacing the platform. If the business plan is to grow 3x, Weebly becomes a drag within 12 months.

9.2 Recommended stack

LAYER	RECOMMENDATION	WHY
Frontend framework	Next.js 15 (React, App Router)	Industry standard, excellent SEO primitives, incremental static regeneration for the blog, mature ecosystem, hireable talent pool. Renders fast on mobile, which local ranking rewards.
Hosting	Vercel (or Netlify)	Zero-ops deploys, global edge CDN, preview builds on every content change. Vercel built Next.js, first-party integration. Cost at your traffic: \$20/mo.
Content CMS	Sanity.io	Structured content modeling (Bob or Annette edits a "Cohort" object, date, city, price, image, and it renders everywhere consistently). Free tier covers current scale.
Bookings	Cal.com (white-labeled, embedded under <code>/book</code>)	Open source, self-hostable if data sovereignty ever matters, supports multiple calendar sync, Stripe deposit collection, brandable.

LAYER	RECOMMENDATION	WHY
Enrollment / payments	Stripe Checkout + Stripe Billing for installments	Four-installment "rising to \$1,200" price works natively; receipts + tax handled.
Community	Circle.so at community.rebuildingseminars.com	See §6.
Email	Mailchimp → ConvertKit for marketing; Postmark for transactional	ConvertKit's visual automation is the right fit for the monthly newsletter + Waiting Room drip.
Analytics	GA4 (fixed) + PostHog or Plausible for product analytics	GA4 for marketing, PostHog for funnel/session replay on the booking flow. Plausible if you prefer a privacy-first single pane.
Monitoring	Sentry (errors) + Vercel Web Vitals	Cheap, industry standard. You'll catch Calendar iframe failures before users do.

9.3 Alternative, if the team is non-technical

If post-launch maintenance will live with Annette or a VA rather than a developer, the following is a credible alternative that keeps most of the same benefits with a lower technical ceiling:

- **Webflow** (site + blog + simple CMS)
- **Cal.com** embedded
- **Memberstack** for enrollment gating, Stripe billing
- **Circle** for community (same as above)

Webflow is significantly more powerful than Weebly, and Bob's team can edit without a developer. The ceiling is lower than Next.js, some advanced interactions and performance optimizations aren't possible, but for Rebuilding's needs over the next 3 years, Webflow will not be the bottleneck.

9.4 Migration plan

1. **Weeks 1–2 · Discovery freeze.** Inventory every URL on the Weebly site. Identify which pages have real traffic (from newly-restored GA) vs. which are archival.
2. **Weeks 3–5 · Build on staging.** Stand up the new stack. Port the 20 high-traffic pages first; leave the thin blog tag archives behind (consolidate the blog down to ~40 real posts, 301 the rest).

3. **Weeks 6–8 · Content + design integration.** Import blog posts, cohort data, testimonials. New photography. Brand-guide v2 applied consistently.
4. **Week 9 · 301 redirect map + DNS cutover.** All old URLs map to new URLs. No SEO equity loss if done correctly.
5. **Weeks 10–12 · Post-launch observation.** Daily crawl comparison, daily conversion tracking, rapid iteration.

9.5 Ongoing maintenance

Post-launch, maintenance falls into three buckets:

- **Content (weekly).** Blog post, newsletter, GBP post, community prompt. 4–6 hours/week, Annette or a part-time community manager.
- **Cohort operations (bi-annual).** Add the next cohort in Sanity; it renders everywhere. 30 minutes per cohort.
- **Developer retainer (optional).** 2–4 hours/month for platform updates, minor features, bug fixes. ~\$600–\$1,500/mo depending on the rate of iteration.

Intellectual property protection

LEGAL DISCLAIMER, READ FIRST

This section is strategic analysis informed by a non-attorney researcher. It is not legal advice. Every recommendation below must be confirmed by a **trademark attorney licensed in Colorado**, ideally with experience in licensed-mental-health-services branding and curriculum-licensing models. Suggested firms: Holland & Hart (Denver), Sheridan Ross (Denver), or a solo IP practitioner specializing in education/publishing marks. Budget: \$3–7k for full registration and initial infringement review.

20.1 The assets worth protecting

ASSET	CURRENT STATUS (INFERRED)	PROTECTION PATH
"Rebuilding Seminars" wordmark	Unregistered TM. Common-law rights exist from 30+ years of use in Colorado, but enforcement is state-scope and evidentiary-heavy. No USPTO registration found.	File US federal trademark (standard character + stylized script wordmark) in Class 41 (educational services) and Class 44 (mental-health services). ~\$350/class filing fee + attorney time.
"ReBuilding" stylized script logo	Copyright exists automatically. Not federally registered.	File USPTO stylized-mark application + separate copyright registration. The script rendering is protectable as design even if "rebuilding" itself is not.
"Heal and move forward in weeks, not years"	Distinctive tagline. Likely protectable as a trademark if used consistently in commerce. No registration found.	Tagline trademark in Class 41. Modest cost; durable protection for the single most distinctive Rebuilding phrase.
Curriculum / session materials (weekly outlines, handouts, assessment rubrics)	Copyright vests automatically in Bob as author. Enforcement benefits from registration.	Register copyright for the curriculum as a compilation, once captured on video (§14). Pre-capture, it is not yet fixed in tangible form in an enforceable way.

ASSET	CURRENT STATUS (INFERRED)	PROTECTION PATH
Domain portfolio	Owns rebuildingseminars.com + several subdomains. Does Bob own rebuilding-seminars.com, rebuildingseminar.com (singular), rebuildingseminars.net, rebuildingseminars.org?	Audit + acquire obvious typos and TLD variants. Cost: \$15–200 per domain depending on availability. Defensive but cheap.

20.2 The Fisher estate question, what Bob can and cannot claim

Dr. Bruce Fisher authored **Rebuilding: When Your Relationship Ends** (first edition 1981; Fisher died in 1998; recent editions co-authored with Robert Alberti; most current edition 2020, published by Impact Publishers). The Fisher estate, through Impact Publishers (now part of New Harbinger), holds the copyright on the book and the derivative-works rights on the specific curriculum Fisher wrote.

What Bob owns: 30+ years of evolved facilitation, his own taxonomy and session progression, his counseling practice, the Rebuilding Seminars brand in Colorado, all facilitator notes and handouts that differ materially from Fisher's text, and everything Bob has added.

What Bob does not own: the Fisher book content, the specific "15 Rebuilding Blocks" sequence as Fisher published them, and derivative work of Fisher's exact language.

THE CLEAN PATH FORWARD

The cleanest long-term resolution: name Bob's evolved framework as something distinct from Fisher's original (something like "The Five Gates of Rebuilding" or "The Niwot Framework") and treat the Niwot program as teaching that named framework. This structurally separates Bob's taxonomy from Fisher's, protects the Rebuilding brand from derivative-works ambiguity, and gives us a clean vocabulary for any future curriculum-licensing work. The trademark attorney above can advise on framework-naming choices.

20.3 Current infringement, the playbook

Annette flagged that competitors are currently using the "Rebuilding" name or variations on it in ways that cause confusion. Without examining the specific sites, the pattern we are guessing at is: online programs using names like "**The Rebuilding Seminar**," "**Fisher Rebuilding Online**," or "**Rebuilding Divorce Recovery**", either legitimate Fisher-licensed programs, well-intentioned but unauthorized users, or deliberate free-riders. Each is handled differently.

1. **Identify precisely.** Phase two discovery step one: catalog every domain, social handle, and paid-ad placement currently using "Rebuilding" + divorce/recovery in ways that a reasonable consumer would confuse with rebuildingseminars.com. Keep a spreadsheet with screenshots (evidence preservation for any future action).

2. **Classify the infringement type.** (a) Authorized Fisher-lineage operators with prior use, these may have legal basis to continue. (b) Unauthorized free-riders using identical marks, strongest case. (c) Adjacent-but-distinct users (e.g., "Rebuilding My Life" as a generic phrase), likely not infringement.
3. **Send graduated letters.** Tier A: a **friendly outreach** ("we're in the same lineage; let's coordinate so we're not confusing the same audience"). Tier B: a **formal demand** (cease-and-desist drafted by the trademark attorney; typical response rate 60–80%). Tier C: a **UDRP filing** or federal trademark lawsuit (expensive, reserved for the most egregious free-rider). The first two cost \$500–2,500 total; Tier C is \$15k+.
4. **Monitor continuously.** Tools like Markify or Trademarkia run monthly scans of the USPTO filings and common TLD registrations. ~\$50/mo. Catching a new infringer in the first 90 days of their activity is 10× cheaper than catching them at year two.
5. **Posture before escalation.** Many current infringers are not malicious, they are Fisher-enthusiast facilitators who never thought about trademark. Lead with friendly outreach (Tier A above) before anything formal. Some will simply change their naming; others may be open to conversations about collaboration in ways this audit does not need to prescribe. Keep the legal track open but not the first move.

Risk register

Twelve risks identified, each rated on likelihood (H/M/L) and impact (H/M/L), with a named owner and mitigation. A formal register is what distinguishes a plan from a wish. Maintain this as a living document.

RISK	LIKELIHOOD	IMPACT	MITIGATION	OWNER
R1. GA4 remains broken post-launch , funnel decisions made without data	L	H	Week-1 checklist item; verify via Tag Assistant; install PostHog as belt-and-suspenders.	Annette
R2. Bob's capacity overflows , 95 calls/mo on one person's calendar	M	H	Tier-3 sub-facilitators trained by month 6 (§13). First-call triage to mentors.	Bob
R3. Key-person loss , Bob unavailable (illness, sabbatical, etc.)	L	H	Captured curriculum (§14); trained sub-facilitators; Kathy as designated successor (§25); cross-trained operator for intake.	Bob + Kathy
R4. Trademark infringer escalates , competitor sues Rebuilding first	L	H	File USPTO trademark applications within 60 days of report acceptance (§20.1). Establish priority date.	Trademark attorney + Bob
R5. Photography & curriculum-capture shoot slips	M	M	Book photographer 6 weeks in advance; contract with cohort-capture crew before enrollment open; deposit paid.	Annette
R6. Price-sensitivity shock , the \$1,000 → \$1,200 increase compresses demand	M	M	Installment plans visible; scholarship seats for social-service referrals; use "rising to" urgency language for 90 days before actually raising.	Bob + Annette

RISK	LIKELIHOOD	IMPACT	MITIGATION	OWNER
R7. Google local-algo change , compressed organic visibility overnight	M	M	Diversify traffic sources: institutional partnerships, paid search, community, email. Owned-channel strength insulates.	Annette
R8. LPC advertising compliance violation (Colorado DORA)	L	H	\$22 review of all marketing copy by LPC-law-savvy attorney before launch. Testimonial consent documentation.	Bob + compliance attorney
R9. Media-release non-compliance , participant on video revokes consent post-publication	M	M	Revocation clause in the release; pre-publication review by participants; removal process documented.	Annette + attorney
R10. Cash-flow mismatch , \$18–28k Q1 spend before new-enrollment revenue hits	L	M	Bob has capital (stated). Stagger Track-C community spend behind Track-A website launch.	Bob + CPA
R11. Volunteer program liability , volunteer acts outside scope	L	M	Volunteer handbook; scope-of-practice explicit; general liability coverage (§24).	Volunteer coordinator
R12. Circle community quiet , alumni don't engage	M	L	Rhythm, not stream (§12). Weekly Bob post, monthly live call, quarterly event. Kill the space and refund if < 25% engagement after 90 days.	Volunteer coordinator

Compliance @ Colorado LPC advertising rules

DISCLAIMER

Bob is licensed as a Professional Counselor (LPC) by the Colorado Department of Regulatory Agencies (DORA), Mental Health Section. The rules governing LPC advertising, scope of practice, testimonials, and outcome claims are specific and actively enforced. The recommendations in this section are starting points; a compliance-specialist attorney must sign off on the final site, booking flow, and book copy.

23.1 What Colorado DORA watches for

- **Testimonials from current or recent clients**, restricted. 4 CCR 737-1 and the DORA Mental Health Practice Act treat testimonials as a sensitive category because of the inherent power differential in a therapeutic relationship. Rebuilding graduates are not quite "clients" in the 1:1 therapy sense (the seminar is a group educational program led by an LPC), but because Bob is an LPC, testimonials should be treated cautiously. **Graduates who have been out of the program > 12 months and who give written consent** are the safest testimonial pool. Consent forms must document voluntariness, specify use (website, ads, etc.), and be revocable.
- **Outcome claims**, "Heal and move forward in weeks, not years" is compliant because it is aspirational and modest. Claims like "90% of graduates report full recovery" would require either evidence or disclosure. Avoid specific percentages unless they are statistically documented.
- **Scope-of-practice distinctions**, Bob is an LPC; the seminar is psychoeducational group work, not psychotherapy. The site should be clear on this distinction. Volunteers and mentors are **not** licensed mental-health providers and must not be marketed as such.
- **Credential display**, "Bob Manthy, LPC" is correct; Colorado-specific credential linked to DORA license lookup is a trust signal. "Bob Manthy, LPC, MA, MS" is cumulative and fine.
- **Advertising that implies superiority without basis**, "Boulder's leading divorce recovery program" is safe; "the best divorce recovery program" is not. "Boulder's original" (1993) is factually supported and strong.

23.2 Actions before launch

1. Engage a Colorado mental-health-compliance attorney to review the homepage, Seminars page, booking-confirmation page, and testimonial release form. Budget: \$1.5-3k one-time. Providers: Butler Snow (Denver), Moye White (Denver), or a solo practitioner specializing in mental-health compliance.
2. Create a **Testimonial Consent Form** (template adapted from Colorado DORA guidance). Every graduate quoted on the site signs it. Consent forms are retained for 7 years after last use.

3. Create a **Media Release** for the §14 video capture, tighter than the testimonial form, with specific footage rights and revocation terms.
4. Add a **scope-of-practice disclaimer** to the footer: "Rebuilding Seminars provides group psychoeducational programs led by a licensed professional counselor. The seminar is not a substitute for individual psychotherapy. If you are in crisis, call 988 or visit your nearest emergency room."
5. Add a **988 Suicide & Crisis Lifeline reference** on the site (footer + contact page) per DORA recommended practice.

23.3 HIPAA considerations

Bob's individual counseling practice (mentioned on the Meet Bob page) is a HIPAA-covered activity. The Rebuilding **group seminar** is largely outside HIPAA because the educational format does not create protected health information in the same way. But any intake form that asks about mental-health history, medication, or diagnosis triggers HIPAA obligations. The phase-two build should keep seminar intake forms deliberately shallow (contact info, brief "where are you in the process" open-text, emergency contact) and route diagnostic-level information to Bob's separate counseling intake workflow which already has HIPAA controls.

Financial architecture & accounting

A \$120k/year single-LLC business has different financial architecture needs than a multi-cohort operation with separated brand, curriculum, and operating activity. The recommendation here is to stand up the structure **now**, quietly, so that when the business expands beyond the single Niwot/Denver operating model, the plumbing is already correct.

24.1 Proposed entity structure

ENTITY	ROLE	TAX TREATMENT
Rebuilding IP LLC (parent)	Holds trademarks, copyright registrations, and curriculum IP. Receives an internal license fee from the operating subsidiary for use of the brand and curriculum. Does not operate the seminar directly.	S-corp election; Bob as member.
Rebuilding Seminars Colorado LLC (operating subsidiary)	Runs the Niwot/Denver cohorts. Pays a license fee to Rebuilding IP LLC for use of the brand and curriculum. This is what Bob runs today, formalized.	Pass-through; wholly owned by Rebuilding IP LLC.
Bob Manthy, LPC, LLC (professional services)	Bob's individual counseling practice. Separate from Rebuilding for liability and HIPAA reasons. May already exist in some form.	Single-member LLC, pass-through.

WHY THE SPLIT MATTERS

Three reasons: (1) **liability isolation**, a professional liability claim against Bob's counseling practice does not reach the Rebuilding brand or curriculum. (2) **Sale optionality**, a buyer of "Rebuilding Seminars" may not want Bob's individual practice, and vice versa; the entities are cleanly separable. (3) **IP concentration**, all protectable assets live in one entity, making licensing, valuation, and eventual sale straightforward. The CPA + corporate attorney will confirm specifics; the architecture is standard for this kind of business.

24.2 Bookkeeping & CPA

- **Bookkeeping system:** QuickBooks Online (QBO) Essentials or Plus, with classes/locations set up to separate IP-holdco activity from operating-LLC activity. ~\$45–85/mo. A bookkeeper retained at \$250–500/mo keeps this clean.
- **CPA fit:** a Boulder or Denver CPA who handles small creative / professional-services businesses with IP licensing between related entities. Not a generalist. Interview 2–3 candidates specifically

about "I'm going to have an IP holdco that licenses brand and curriculum to an operating subsidiary, have you seen this structure?" Budget: \$4–8k/yr for tax prep + quarterly estimates.

- **Monthly closing ceremony:** last Friday of each month, bookkeeper produces a 1–page P&L (operating) and a 1–page intercompany–license summary (IP holdco). Annette or Bob reviews.

24.3 Banking & payments

- Separate operating accounts for each entity. No commingling.
- **Mercury** or **Relay** for business banking, founder–friendly, good sub–account support, clean integration with QBO. Avoid large–bank business accounts; the friction is unnecessary at this scale.
- **Stripe** for all payments (seminar enrollment, deposits, internal license fees between entities). Use Stripe Billing for installment plans. Enable tax calculation.
- Reserve **6 months of operating expenses** in a high–yield savings account. At a \$200k/yr cost structure post–scale, that is ~\$100k reserve. This is the cushion that lets Bob say "no" to expedient compromises of brand or quality.

24.4 Key financial metrics (reviewed monthly with CPA)

- Gross profit margin on the operating LLC (target: 70%+ on group–delivered programs)
- Cost per booked call, blended (\$17.2)
- Contribution margin per enrollment (\$1,200 revenue minus variable cost per seat)
- Quarterly cash position + 12–month cash runway
- Internal license–fee run–rate (IP holdco), grows as the operating subsidiary scales additional cohorts

Insurance & liability

Bob runs a professional-services business with a group-facilitation component, a public-facing content operation, a volunteer program, and an upcoming video-capture initiative. Each dimension has a distinct liability surface. This section lists the coverages Rebuilding should carry, with typical cost ranges. An independent insurance broker specializing in mental-health practices will finalize specifics.

25.1 Coverages required

COVERAGE	WHY REBUILDING NEEDS IT	TYPICAL ANNUAL COST
Professional liability (E&O) for LPCs	Protects Bob (and, depending on structure, Kathy and other licensed facilitators) from malpractice claims, scope-of-practice complaints, and DORA actions. Typical LPC E&O: \$1M/\$3M limits.	\$500–\$900
General liability (CGL)	Slip-and-fall at the Niwot space; participant injury during a group activity; property damage. Standard for any small business with a physical location.	\$500–\$1,200
Property / business contents	Covers the Niwot space contents (chairs, AV equipment, books, future video equipment). Rental or lease-specific coverage.	\$300–\$600
Cyber liability / data breach	Covers the booking flow (handles PII), Circle community (member data), email list, and any HIPAA-touching intake form. Critical given Bob's LPC status and the sensitive nature of the data.	\$800–\$1,800
Media liability / publisher's liability	Covers defamation, invasion of privacy, and copyright infringement claims arising from the site, blog, graduate stories, and captured video curriculum. Essential for §14 video capture and the broader content program.	\$500–\$1,500
Workers compensation (if/when paying sub-facilitators)	Required by Colorado law once paid employees exist. May not be required for 1099 contractors depending on classification.	varies by payroll
Total annual insurance spend		~\$2,600–\$6,000

25.2 Participant waivers & intake

- **Enrollment agreement** signed by every participant. Covers payment terms, refund policy, attendance expectations, confidentiality expectations within the group, and a limitation of liability consistent with Colorado law.
- **Group confidentiality acknowledgment**, the group confidentiality is aspirational, not legally bound (unlike in therapy). Participants should know this up front, in plain language.
- **Crisis protocol disclosure**, if a participant discloses intent to harm self or others, Bob's legal duties as an LPC (mandated reporter + duty to warn under Colorado law) override group confidentiality. State this at intake and at the start of session 1.
- **Emergency contact** collected at intake for all participants. Updated annually for alumni in the Circle community.

25.3 Volunteer liability

Volunteers at any tier (§13) operate under Rebuilding's umbrella and must be covered by the CGL policy. The volunteer handbook explicitly defines scope of practice: volunteers provide peer support, logistical help, and community moderation, not mental-health services. A volunteer who crosses that line (e.g., advising a participant on medication, diagnosing) is both a liability risk and a program-integrity risk. The handbook's violation-and-termination clause protects Rebuilding.

25.4 Event liability (quarterly parties, annual reunion)

The annual reunion (§12 roadmap) introduces event liability, alcohol service (if applicable), venue rental, attendee safety. Rider coverage added to CGL for the weekend. Venue typically requires Rebuilding to name the venue as additional insured. Low-cost, straightforward.

Succession planning

Bob purchased Rebuilding from Norm. There is institutional memory inside Rebuilding for how a founder-to-successor transition works. That is rare and valuable. This section formalizes a succession plan for Bob's eventual transition, not because anything is imminent, but because a business that can be sold is worth more than a business that cannot, and because key-person risk (R3 in the register) is the single largest overhang on long-term enterprise value.

26.1 What a succession plan must cover

1. **Who takes over facilitation.** The sub-facilitator program (§13, Tier 3) identifies and trains the short list. By year 3, there should be 2–3 credible candidates capable of running the Niwot and Denver cohorts at Rebuilding's standard.
2. **Who takes over the business.** Can be the same person (facilitator-owner model, like Bob's purchase from Norm) or different (owner-operator + facilitator-staff). Both are viable. The owner-operator path becomes more credible as the captured curriculum (§14) and documented SOPs make the program transferable.
3. **What the transaction looks like.** Valuation method (3–5× EBITDA for the IP holdco; 1–2× revenue for the operating subsidiary). Payment structure (earn-out, seller financing, strategic investor). Timeline (12–24 months from agreement to full handover).
4. **What carries Bob's continuing involvement.** Bob likely cannot fully disengage, the brand is too personally identified with him. A typical arrangement: 5-year consulting contract post-sale, an annual speaking engagement at the program's flagship cohort weekend, honorary role.

26.2 Kathy's role

Kathy Decker (MA, LPC) is already listed on the Facilitators page and has been Rebuilding-involved since the southern Front Range expansion. Depending on her interests and career stage, Kathy is a credible successor candidate. Conversations to have in the next 12 months:

- Does Kathy see Rebuilding as a part-time adjunct, a co-ownership opportunity, or something she might lead?
- Is Kathy interested in a deeper role over time, e.g. co-facilitator, co-owner, or successor?
- What would a pathway from "second facilitator" to "partner" to "successor" look like on what timeline?

The conversation does not require a decision in the next 12 months. It requires the question to be on the table, so that when the decision arrives, both sides have context.

26.3 Documentation required for sale-readiness

- Captured curriculum (\$14 video library + transcripts), proves the program is not locked in Bob's head.
- Written SOPs for cohort intake, facilitation protocol, between-session communication, graduation ritual, alumni engagement.
- A volunteer handbook (§13.4).
- 3 years of clean financials, managed by a CPA (§23).
- Trademark registrations filed and current (§20).
- Customer database consolidated and deduplicated (seminar enrollees, newsletter subscribers, alumni).
- Active GBP, social, and domain portfolio.
- An operating P&L that shows growth independent of Bob, specifically, a facilitator-run cohort that matches the NPS of a Bob-run cohort.

26.4 Sale value, modeled

A well-run Rebuilding Seminars five years from today, with multiple Front-Range cohorts running in parallel, captured curriculum, a documented facilitator-training program, and an operating P&L showing \$600–800k/yr with 40% margins, is a business a strategic acquirer (a mental-health platform or a specialty health-and-wellness operator) would pay \$3–10M for. The actual multiple depends on the acquirer, but the magnitude is correct.

That is not the outcome this audit is designed to produce. But it is the outcome this audit makes possible, and it changes what kinds of investments make sense right now (photography, video capture, trademark, community infrastructure, facilitator training), because each of them compounds into enterprise value rather than short-term cash.

Timeline and budget

Three parallel tracks over 90 days, with a longer-tail track for community and content.

Track A, Website (primary)

WEEKS	PHASE	OUTPUT	COST EST.
1-2	Discovery + answers to Bob-questions from §11	Strategy memo, persona, brand direction options (3)	\$1.5k-3k
3-4	Brand direction lock + copy deck	Homepage + 4 inner pages, brand-voice approved	\$2k-4k
5-6	Wireframes + photography shoot	Mobile-first wires, 15-25 new photos of Bob + the space	\$1.5k-3.5k
7-10	Visual design + build	Next.js or Webflow implementation, content import, booking embed	\$6k-12k
11-12	QA + launch + 301 map	Live site on rebuildingseminars.com, old site archived	\$1k-2k

Track B, Brand, local, analytics (parallel)

WEEKS	MOVE	COST EST.
1	Restore GA4, install PostHog or Plausible	\$0
1-2	GBP fix session + NAP audit kickoff	\$500
2-3	Photography (shared with Track A)	\$400-\$650
3-8	Local PR retainer (3 months)	\$3.5k-6k
4-12	Blog rewrite: 6 local landing pages + 3 graduate stories	\$1.8k-3.6k

Track C, Community (parallel, longer tail)

WEEKS	MOVE	COST EST.
2-3	Circle.so stand-up, alumni import, domain mapping	\$1k (setup) + \$89/mo
4	Waiting Room space launches, newsletter mirrored	\$0
10-13	Next cohort starts with private cohort space	-
Month 4-12	Mentors program, monthly Ask Bob, annual reunion planning	\$3k-6k (events)

Total first-90-day investment

Low end (Webflow path, modest photography, self-run PR): ~\$18k.

High end (Next.js custom build, full PR retainer, premium photography): ~\$28k.

Payback modeled in §8 puts this inside 1 cohort's gross revenue at the new \$1,200 price. Bob, if this calibrates differently against your real cost-of-capital or timeline preferences, flag it in the discovery call and we'll rework.

Discovery questions, for Bob

These are the questions that will move the strategy from "good audit" to "specifically yours." Some are intimate. Answer the ones that resonate; skip what doesn't.

About the program and the people

1. Walk us through a recent 15-min call that went well. What was the person feeling when they got on? What did you say that tipped her toward booking?
2. What's the most common reason someone gets on the call and doesn't enroll? Be blunt, price, timing, fear, "not ready," something else?
3. In 20 seconds, to a woman who just got served divorce papers: what is Rebuilding, in your own words (not the marketing words)?
4. What do people mistakenly think the program is? (Group therapy? Christian program? AA-style? Something else?)
5. What happens in week 1 in the room? What happens in week 10? What's the most common "aha" moment across cohorts?
6. Why does a woman choose your 10-week seminar over 10 sessions with her own therapist, or DivorceCare at a church? What's the real answer, not the marketing one?

About you

7. How public are you willing to be on the new site? A photo of you alone in the hero? A 90-second video? The story of your own divorce on the About page?
8. Which 3 graduates would you want on the homepage? (Names, one sentence on why their story matters. We'll ask you to approach them for a real quote + photo.)

About the business

9. Current numbers: how many 15-min calls per month? Approximate call → enrollment rate? Cohort fill rate? (Even rough figures, we'll triangulate.)
10. Is \$1,000 → \$1,200 a straight price increase, or tied to something concrete (more sessions, new materials, venue change)?
11. Of people who book and enroll: gender split, age range, where they live?
12. Are there any partnerships (mediators, attorneys, therapists) you want to formalize in the referral architecture?

About this project

13. Preferred tech path: managed (Webflow) or custom-built (Next.js)? Who will maintain the site post-launch?

14. Target launch date? Is there a specific cohort start date we're designing toward?
15. Competitors or peers (in or out of this category) whose websites make you feel "that's the feeling I want." Even one-word reactions help.
16. Open brand question from §2: lead the site with "Rebuilding" (larger) + "Seminars since 1993" (smaller), or keep "Rebuilding Seminars" as the full lockup? Your call.

A phase-two opener for you to consider

17. **Would you be open, in principle, to writing an original book on your evolved Rebuilding framework?** The book would not be a solo from-scratch effort. It would be built with AI collaboration on structure and drafting, a developmental editor for voice and arc, and significant source material already captured (your Letters from Bob archive, the fall cohort video transcripts per §14, and the thousands of graduate stories you hold in memory). Three reasons to consider it:
 - **Credibility multiplier.** A book is the single most effective way a therapist, attorney, or school counselor decides you are the credible referral. It converts warm introductions into booked calls faster than any marketing asset we could build.
 - **Succession and continuity.** A book is a permanent record of the framework in your voice. If you ever step back, the program can continue because the ideas survive outside your head.
 - **Optional future: licensed Rebuilding in other cities.** If down the road you ever want to train certified facilitators elsewhere, a book is the anchor text that makes licensing credible. If you never want that, the book still pays for itself on credibility alone.

We are asking only whether you are open in principle. If yes, phase two opens a dedicated book and licensing roadmap. If no, phase two refocuses on operational scaling (parallel Denver cohort, mentor program, volunteer architecture) without the IP expansion. Either answer is right; we want to hear yours.

HOW WE'LL MOVE

Annette will pass these to you in a WhatsApp thread, three or four at a time, sized for a phone screen. Your answers come back as voice notes or text, we capture them, and we'll have the strategy memo ready for your review within ~2 weeks of receiving the last batch.

What follows this page

The full Rebuilding Seminars **Brand Voice Guidelines** document follows as an appendix, 37 pages of voice, tone, frozen phrases, example rewrites, and the palette/typography baseline that this audit builds on. It was prepared in a prior session; review it alongside the recommendations above.

Source documents referenced in this audit:

- `audit/rebuild-recommendation.md` , original site-audit recommendations (the working draft this report synthesizes)
- `audit/seo-analyzer-report.utf8.json` , full 113–page crawl output (3.7 MB)
- `audit/meta-descriptions.md` , proposed meta descriptions for the 76 pages missing them
- `audit/json-ld-schema.md` , LocalBusiness schema markup ready to drop in
- `audit/open-graph-template.md` , OG tags for the 230 missing instances
- `audit/nap-citation-cleanup.md` , NAP consistency audit across 14 directories
- `audit/google-business-profile-status.md` , full GBP playbook
- `.claude/brand-voice-guidelines.md` , canonical brand voice document (rendered as PDF in the appendix)

All are preserved in the project repository and will carry forward into the design and build phases.

Prepared with care. The next step is yours.



Brand Voice & Identity Guidelines

Rebuilding Seminars — Boulder / Niwot, Colorado

Version 2026-04-17 · confidential working document

1. Brand essence

Element	Guideline	Confidence
Primary tagline	FEEL BETTER • MOVE FORWARD (all caps, bullet separator, appears across hero, events, collateral)	●
Secondary promise	"Heal and move forward in weeks, not years"	●
Mission statement (verbatim)	"Rebuilding Seminars empowers individuals to heal and thrive after relationship loss by providing a safe, compassionate community and a proven process to move from trauma to freedom and confidence."	●
Three-step framework	Assess. Get the tools. Rebuild. (also appears as "Assess. Explore. Enroll." on the home CTA path)	●
Category	Divorce / relationship-loss recovery program — positioned as peer-community-led psychoeducation, <i>not</i> therapy and <i>not</i> a dating environment	●
Heritage line	"Serving Colorado since 1993" · "Boulder's Original Loss & Divorce Support Program"	●
Origin credit	Based on Dr. Bruce Fisher's book <i>Rebuilding: When Your Relationship Ends</i> and his 19-step / 10-week "Rebuilding Blocks" framework	●

2. Voice — "We Are / We Are Not"

We Are	We Are Not
Warm, compassionate, validating	Clinical, cold, pathologizing
Peer-led, community-first	Expert-down, hierarchical
Hopeful and forward-moving	Wallow-y, heavy, or dwelling
Plain-spoken and direct	Jargon-heavy (no "psychometric," no DSM language)

We Are	We Are Not
Specific about time and outcome ("10 weeks," "two years off recovery time")	Vague or aspirational without proof
Honest about pain ("trauma," "stuck," "overwhelmed")	Toxic-positive or dismissive of grief
Lightly metaphorical ("climb the mountain," "the fire burned to ashes of forgiveness")	Flowery, new-age, or preachy
Inclusive of multiple loss types (divorce, separation, widowhood, breakup)	Narrowly "divorce-only"
Confident about the process and the community	Salesy, urgent, or fear-based

3. Tone-by-context matrix

Context	Tone lean	Example-ready phrasing
Homepage hero / ads	Direct, promising, urgent-but-calm	"When your relationship ends." / "Feel better. Move forward."
Intro / first-touch copy	Questioning, validating, invitational	"Has your relationship just ended? Are you asking, 'Should I stay or should I go?'"
Program description	Specific, credentialed, concrete	"a 30-hour, 10-week program guided by the Rebuilding Blocks"
Testimonial framing	Let graduates lead; minimal editorial	"RB family for the rest of my life."
Bob / facilitator voice	Personal, service-oriented, humble	"I am blessed to have the best job in the world, bringing compassion and healing to hundreds every year."
Blog / thought pieces	Reflective, metaphorical, short	"The fire that must be burned to the ashes of forgiveness."
Pricing / guarantees	Transparent, reassuring, practical	"\$999 per seminar. Four interest-free installments. Refunds for unused portions."
Crisis framing (operational boundary)	Measured, protective	"Rebuilding Seminars provides educational programs and non-emergency services by scheduled appointment only."

4. Core messaging pillars

- 1 **Proven process** — 10-week structure, 19 Rebuilding Blocks, Fisher Divorce Adjustment Scale as pre/post assessment. Quantified claim: "two years off the time to recover from relationship loss."
 - 2 **Safe, non-dating community** — "confidential, safe, non-dating environment." The community itself is the intervention, not an add-on.
 - 3 **Lifelong belonging ("RB family")** — graduates stay connected through Reprise, Foundations, Men's Group, and ongoing all-class events. "RB family for the rest of my life." "RB Alum community is a Safe Space."
 - 4 **Local heritage + reach** — Boulder/Niwot roots since 1993; reach into Denver/Cherry Creek and, per the contact page, "thousands of people all over Colorado, the United States, and Canada."
 - 5 **Accessible entry points** — free 90-minute intro workshop, free self-assessment, \$999 core seminar with installments and a refund guarantee.
-

5. Vocabulary — approved, avoid, proprietary

Use (on-brand)

- **Rebuilding** (verb and program name — the foundational concept)
- **Rebuilding Blocks** (curriculum structure)
- **Feel better. Move forward.** (tagline — always in this order)
- **RB family / RB community / RB Alum community** (community identifiers)
- **10-week seminar, 90-minute intro workshop, Foundations, Reprise, Men's Group** (program names)
- **Freedom and confidence** (outcome pair)
- **Get unstuck, move forward, heal together, climb together**
- **Safe, compassionate, welcoming, encouraging, fun** (adjective cluster reviewers use unprompted — echo it)
- **Loss** (preferred over "breakup" for emotional weight without being clinical)
- **Confidential, safe, non-dating environment** (frozen phrase — use verbatim)

Proprietary / frozen phrases (use verbatim)

- **FEEL BETTER • MOVE FORWARD**
- **Heal and move forward in weeks, not years**
- **When your relationship ends**
- **Assess. Get the tools. Rebuild.**
- **A safe, compassionate community and a proven process to move from trauma to freedom and confidence** (the mission line — quote intact)

Avoid

- Clinical/diagnostic language: "psychometric," "pathology," "disorder," "patient"
- Dating/romance framing ("find your next love," "get back out there") — explicitly counter to the non-dating promise
- Guarantees of speed beyond the published claim ("two years off," "weeks not years") — don't inflate

- "Support group" used alone — the offering is a *seminar* and *community*; "support group" undersells
- "Guru," "coach" as primary framing (Bob does offer coaching/counseling, but the seminar is peer-community, not guru-led)

Attribute credit

- **Dr. Bruce Fisher** — always credited when using the book title, Rebuilding Blocks, or the mountain/19-step framework
- **Dalai Lama** — Bob quotes him in interviews: *"If you want others to be happy, be compassionate; if you want to be happy, be compassionate."* Attribute when used.

6. Signature metaphors & motifs

- **The mountain climb to freedom** — 10-week process as a climb through stages from Denial to Freedom. "Climb together to freedom and confidence."
- **The fire burned to the ashes of forgiveness** (Fisher) — for anger and forgiveness content.
- **FLY — First Love Yourself** — the culminating milestone of the curriculum. Use in graduate-targeted copy: "Are you moving forward, and are now ready to FLY??"
- **Getting unstuck** — dominant action verb for the pre-enrollment reader.
- **Home/family** — "RB family," "Safe Space," "welcoming environment." Never corporate.

7. Founder narrative (Bob Manthy)

Verbatim origin — use in bios, about pages, press:

- *"My 2008 separation and eventual divorce from an increasingly violent spouse left me overwhelmed as a single parent and with the belief that I would be alone for the rest of my life."*
- *"This led me to Rebuilding Seminars, a program that promised to help people to get unstuck and move forward after the loss of a love relationship."*
- *"I told Norm he had the best job in the world, and someday I would like to do something similar."*
- *"Over the next five years, I worked full time as a Director at Ball Aerospace, raised my children as a Love and Logic Parent, and earned my Masters Degree in Clinical Psychology at the University of Denver."*
- *"Norm entrusted me with his 20-year legacy, and I purchased Rebuilding Seminars."*
- *"I am blessed to have the best job in the world, bringing compassion and healing to hundreds every year."*

Credentials to cite consistently: Bob Manthy, MS, MA, LPC (also appears as LPCC / Pre-Licensed Professional on third-party directories — align to **LPC** on-brand per the facilitators page). Leads Rebuilding since 2009. Also leads **Rebuilding Men's Groups** focused on relationships and positive masculinity. Offers private counseling (see counselingwithbob.com referenced on-site).

Secondary facilitator: Kathy Decker, MA, LPC, CAC II, PLCC — joined program 2014 (as graduate), facilitating Denver/Cherry Creek since 2016. **Volunteer graduate lead:** Sparrow Gabriel.

8. Program / offering language (canonical forms)

Offering	On-brand descriptor
90-minute Intro Workshop	"A free 90-minute introduction to the ten-week seminar program."
10-Week Rebuilding Seminar	"A 30-hour, 10-week program guided by the Rebuilding Blocks. Ten classes plus social activities. \$999, four interest-free installments."
Rebuilding Coaching	"One-on-one support on the path to personal freedom."
Private Rebuilding Counseling	"Deeper work — 2-pack or 4-pack of 50-minute sessions to Supercharge your Rebuilding experience."
Beyond Rebuilding — Extraordinary Relationships	Graduate-only 6-week course co-created with Shea Karam. "We identify and own our generative superpower." Focus: attractions of deprivation vs. relationships of inspiration.
Graduate Events / Reprise / Foundations / Men's Group	"The RB Alum community is a Safe Space. Join the greater RB community in courses to further your growth and all-class events that feed the soul."
Self-Assessment	"Take the Bruce Fisher Divorce Adjustment Scale Profile to assess yourself and get clear feedback about where you are in the recovery process."

Audience terminology (updated Aug 2025): use **RB Alum** for program completers in ongoing community context; **RB Grad** is acceptable only historically or for the moment of graduation. Umbrella: **RB family**. See §14.10 for the terminology shift note.

Social activities canonical list: "coffee, walks, dinners, and axe throwing." Keep axe throwing — it's a voice signature that signals *fun* alongside healing.

9. Visual identity — confirmed via rendered-page audit (2026-04-17)

***Audit method:** Live extraction via Claude_in_Chrome — full-page render, computed-style sampling across 800+ DOM nodes, logo asset downloaded at full resolution. Homepage and blog page both sampled; palette and type consistent across both. Third-party directory pages (Psychology Today, Yelp, LinkedIn) were blocked by browser domain-allowlist policy — see §11.*

Logo — ✓ captured

- **File:** assets/logo/rebuilding-seminars-logo.png (600×257 px, transparent background, 37 KB)
- **Construction:** Two-word wordmark, hand-drawn calligraphy script, no mark/symbol
- **"ReBuilding"** — flowing terracotta script, larger weight, oversized ornamented "R" and "B" capitals
- **"seminars"** — same script family, smaller, sage green, sits to the lower right

- **Trademark symbol (™)** — muted sage-gray, superscript at the tail of "seminars"
- **Treatment principle:** the two colors of the wordmark set the entire brand palette — terracotta + sage. Never render the logo monochrome except in one-color print/embroidery contexts. ●

Color palette — ✓ extracted from computed styles

Role	Hex	RGB	Where observed
Brand primary (terracotta)	#C85237	rgb(200, 82, 55)	Logo "ReBuilding", nav links, H1 accent, top info bar, ENROLL NOW CTA, horizontal rules, "...more" links
Brand primary (darker variant)	#CA5139	rgb(202, 81, 57)	Minor rendering variance on CTA borders — treat as same color
Brand primary (warm variant)	#CA6342	rgb(202, 99, 66)	Hover/softer contexts
Brand secondary (sage green)	#8AA75A	rgb(138, 167, 90)	Logo "seminars", FREE SELF-ASSESSMENT CTA, "Read More »" labels, category tags
Brand tertiary (slate purple)	#757BBD	rgb(117, 123, 189)	FREE 15-Min CONSULT CTA — used sparingly as a third-option accent
Neutral muted (slate gray)	#607179	rgb(96, 113, 121)	™ mark, muted body text on dark backgrounds
Neutral dark (text)	#333333	rgb(51, 51, 51)	Body copy
Neutral light (background)	#F7F8F9	rgb(247, 248, 249)	Section/card backgrounds
White	#FFFFFF	rgb(255, 255, 255)	Hero text on imagery, card surfaces
Black	#000000	rgb(0, 0, 0)	Not a brand color — appears only as browser default, avoid intentional use

Usage rule: The three primary CTAs on the homepage are color-coded (green = assess, slate purple = consult, terracotta = enroll). Keep that mapping consistent — color becomes a wayfinding signal for the user's stage in the funnel. ●

Typography — ✓ confirmed

Role	Font	Weight	Size (home)	Confirmed on
Display / H1 / Tagline	Raleway	700 (bold)	39px	Homepage hero, "FEEL BETTER • MOVE FORWARD"
Body H2 / Subheads	Roboto	400	26px	Homepage sub-headlines
Body copy	Roboto (inherits)	400	16px	Mission statement, testimonials, program descriptions
Wordmark	Custom/licensed script (image asset only — not a web font)	—	—	Logo only — do not set any web copy in a script font

Tagline typography rule — preserve exactly:

- All caps: FEEL BETTER • MOVE FORWARD
- Middle-dot bullet • (U+2022) between the two phrases, with spaces either side
- Raleway 700, white on imagery / terracotta on light backgrounds
- Never line-break between "FEEL" and "BETTER" or between "MOVE" and "FORWARD"

Font loading: Google Fonts (Raleway + Roboto) — both are free, open-license, and already in use. No licensing action required.

Imagery — ✓ observed direction

- **Hero photography:** Weathered dark-gray-blue wooden barn/grange siding in sharp foreground, blurred warm-colored backdrop (terracotta and sage tones bleeding in). Evokes Left Hand Grange / rural Colorado / grounded-and-real. ●
- **Photo treatment:** High-contrast close-ups with shallow depth of field, warm color cast. Dark-side-of-frame so white overlay text (hero + tagline) remains legible.
- **Channel icons:** White glyphs on terracotta background in the top bar — Facebook, Meetup, Instagram, Email, YouTube.
- **Supporting diagram:** "Rebuilding Blocks" curriculum diagram used on go.rebuildingseminars.com landing page — not captured this pass (domain outside browser allowlist). See §11 #11.

Layout patterns

- **Top info bar:** Terracotta #C85237, white text, phone number prominent — "Click to contact us or call 720-600-2763"
- **Header:** White background, logo left, three CTA buttons centered-right, main nav below
- **Main nav:** Centered, terracotta link color, separator dots between items, Raleway-style sans
- **Sections divided by:** Thin horizontal terracotta rule — a recurring brand accent

"Do" / "Don't" quick reference

Do	Don't
Pair terracotta + sage in brand lockups	Introduce new brand hues (avoid cyan, navy, yellow, magenta)
Keep the logo on white or very light warm backgrounds	Place the script logo on terracotta or sage — illegible
Use Raleway 700 for display moments and the tagline	Set the tagline in lowercase or script
Allow the script wordmark to breathe (clear space $\geq$ height of "s" in "seminars")	Crowd the logo with CTAs or other type
Photograph real grads, real places (the Grange, Colorado outdoors, walks/dinners)	Stock-photo "sad woman looking out window" / generic divorce imagery
Use the 3-color CTA system consistently (green-assess / purple-consult / terracotta-enroll)	Remap CTA colors per page — it breaks the wayfinding cue

10. Disambiguation — "not us"

Several similarly-named entities exist. Keep these separate in any brand, SEO, or partnership work:

Entity	Relationship	Note
Rebuilders International / rebuilders.net	Different org.	Certifies "Fisher Rebuilding Seminar™" programs. Bob's Boulder location is listed there as <i>non-certified</i> — same curriculum framework, independent operation.
Rebuilding Better (rebuildingbetter.org)	Different org.	Unrelated trainings.
Rebuilding Together Colorado (rtc Colorado.org)	Different org.	Home-repair nonprofit — no relation.
afterdivorcesupport.com "Rebuilding Seminar" page	Referral aggregator; points to rebuildingseminars.com.	301-redirected to 404 at time of audit.
Other "Rebuilding" locations worldwide	Out of scope.	These guidelines only cover Bob Manthy's Boulder/Niwot operation.

On-brand positioning line when disambiguation is needed: *"The Original Rebuilding Seminar — Boulder's loss and divorce support program, serving Colorado since 1993."*

11. Open questions / gaps to close

Updated 2026-04-17 after visual audit pass. Items struck through are resolved.

- ~~Exact color palette (hex values)~~ — ✓ resolved, see §9 palette table.
- ~~Exact typography stack~~ — ✓ resolved: Raleway 700 (display) + Roboto 400 (body), both Google Fonts.

- 3 **Logo files** — PNG captured at 600×257 (`assets/logo/rebuilding-seminars-logo.png`). Still need: **SVG master**, formal clear-space rule, minimum-size rule, one-color/reverse versions. ● - **Do not auto-generate or recreate the SVG**. The wordmark carries a ™ and is a hand-drawn calligraphy script — any regeneration would either infringe the mark or introduce drift from the real brand. Legitimate paths: (a) request the original vector file from Bob / whoever designed it, (b) commission a designer working on behalf of Rebuilding Seminars to re-vector from the raster and produce one-color + reverse variants, or (c) run Inkscape *Trace Bitmap* / Illustrator *Image Trace* on the existing PNG for a web-use-only SVG — acceptable for digital placements but **not** brand-book-grade master quality.
- 4 **Psychology Today profile copy** — still ●. Blocked by WebFetch (403) *and* by `Claude_in_Chrome` domain allowlist in this session. Grab manually by browsing to the two PT listings and pasting the text back to me, or add `psychologytoday.com` to the Chrome MCP allowlist.
- 5 **LinkedIn profile (Bob + company page)** — same status as #4. Manual capture or allowlist expansion needed.
- 6 **Yelp review language** — same status as #4.
- 7 **YouTube channel** — not audited; not blocked, just not prioritized. Run a light pass when convenient.
- 8 **Credential alignment** — still open. Bob is listed as MS, MA, LPC on `rebuildingseminars.com`; as MA / LPCC / Pre-Licensed Professional on Psychology Today and TherapistPoint. Confirm current licensure status with Bob and standardize to a single credential string.
- 9 **Pricing currency** — \$999 + four interest-free installments confirmed on `go.rebuildingseminars.com` copy. Confirm this applies to both Niwot and Denver cohorts and to the current season.
- 10 **Trademark status of "Rebuilding Seminars"** — given the Fisher `Rebuilding Seminar`™ mark held by Rebuilders International, and the ™ on the Rebuilding Seminars wordmark itself, clarify the naming/mark rights for Bob's operation. (The wordmark does carry a ™, so *some* claim is being made.)
- 11 `go.rebuildingseminars.com` **visual assets** — this subdomain is blocked by the browser allowlist but hosts the "Rebuilding Blocks" curriculum diagram, the pricing/guarantee block, and the "30-hour, 10-week" language. Allowlist the subdomain or have someone on the team send the diagram file.
- 12 **Favicon** — URL not captured this pass. Minor, but worth adding to the visual asset inventory.
- 13 **The "RB CIRCLE" values framework** — Bob's Sept 2025 letter references it and links to a site page that wasn't captured. Pull the full framework (values names + definitions) so it can be incorporated into §5 vocabulary and §15.3 Bob's extensions.
-

12. Quick-reference cheat sheet

If I had 10 seconds to brief a writer:

Write like a trusted friend who's been through it and come out the other side. Say "feel better. move forward." Be specific: 10 weeks, 1993, \$999, two years of recovery back. Call the community "RB family." Never clinical, never dating-advice, never toxic-positive. When in doubt, quote a graduate.

13. Visual asset inventory

Asset	Path	Source	Notes
Current master logo (JPG, full-resolution 2023)	assets/logo/rebuilding-seminars-logo-2023.jpg	Provided by Bob / Rebuilding Seminars	816 KB. Current master. Use this for all new placements. SVG master still needed — see §11 #3.
Logo (PNG, transparent, web-captured)	assets/logo/rebuilding-seminars-logo.png	Captured from rebuildingseminars.com header	600×257, 37 KB. Historical/web-size. Use when transparency matters (overlays, dark backgrounds).

Screenshots captured during audit are session-only (not persisted to this repo). Re-run the audit to regenerate. When captured pages are persisted, add them here: homepage, seminars-and-workshops, blog index, contact, go.rebuildingseminars.com landing.

14. Bob Manthy — personal voice profile

Source: Six years of monthly "Letters from Bob" newsletters (Jan 2020 – Jan 2026), owned by Rebuilding Seminars. This profile codifies Bob's distinctive voice as the founder/facilitator — a voice that is related to but meaningfully more personal than the organizational voice in §§2–6.

14.1 Register in one sentence

Bob writes like a trusted therapist-friend who has been through it, thought about it deeply, made it into a ritual, and is inviting you into the next chapter — warm, literary, vulnerable, and always bending toward community and action.

14.2 Relationship to the organizational voice

Axis	Org voice (§2)	Bob's personal voice
Distance	Direct, welcoming	Intimate — uses "I," shares vulnerability first
Register	Plain-spoken	Literary — allusions, wordplay, metaphor
Tempo	Specific and quantified	Contemplative — longer sentences, rhythm, anaphora
Function	Pre-enrollment / visitor	Post-enrollment / community — these letters talk to people already in the RB family

Rule of thumb: if the copy is selling, use the org voice. If the copy is pastoring the community, use Bob's voice.

14.3 Canonical structure of a "Letter from Bob"

Every monthly letter follows a recognizable skeleton:

- 1 **Optional epigraph** — a short quote from Susan Bridges, Stephen Covey, or similar, with attribution
- 2 **Salutation** — one of: - *Dear Rebuilders*, (most classic) - *Rebuilding Friends*, - *Dear Rebuilding Alums*, (post-Aug 2025 — see §14.10) - *Hey Rebuilders*, (for casual/community-hype letters) - *To My Rebuilding Brothers and Sisters*, (pandemic-era, rare)
- 3 **Opening hook** — one of four patterns: - *Reflection*: "I've been reflecting on..." - *Direct question*: "How have you faired through..." - *Gratitude/celebration*: "It's been SO inspiring to see..." - *Named concept + definition*: "Shame is the insidious feeling of..."
- 4 **Teaching moment** — a single concept (intimacy, shame, transition, the ask, belonging) unpacked through personal disclosure and/or rhetorical questions
- 5 **Personal vulnerability beat** — Bob names something he himself has done, felt, or practiced. Rarely a letter lacks this.
- 6 **Universalize + invite** — the concept is extended to the reader: "What transition are you going through right now?"
- 7 **Action / ask** — a specific, small, named thing: attend the event, schedule a 15-min chat, email him, RSVP on Meetup
- 8 **Closing formula** — almost always: - *Rebuilding together*, - *Bob* - (Variants: *See you soon*, / *Bob · Make an RB wish, but let me know.* / *Bob · Rebuilding Together*, and *Beyond Rebuilding Together*, / *Bob*)

14.4 Rhetorical moves (use liberally — these are how Bob sounds)

- **Anaphora / triad repetition.** "I now know how to grow self-love. I now know how to go from a general idea of self-worth... I now know how to pause at the fork in the road..."
- **Rhetorical question clusters.** "Are we ready to show up this authentically? Are we ready to expect the same from a love partner?"
- **Coordinated contrast pairs.** Bob loves *A* vs. *B* framings that resolve into growth: change vs. transition, attractions of deprivation vs. relationships of inspiration, masks on vs. masks off, relationships that are kryptonite vs. relationships of inspiration, "what happens to us" vs. "what we participate in."
- **Personal confession → universal truth.** "I felt more human. I felt more whole. I felt, almost crazily, unashamed." → "All we had to do was share the unsharable."
- **Three-part lists that build.** "Letting go of the old, exploring the unknown, and finally, embracing a fresh start."
- **Imperative benediction.** "Be vulnerable with those who will nurture you and deserve to see all of you."
- **The Metta blessing** (rare, reserved for heavy letters): "May you be happy. May you be healthy. May you feel safe. May you live in peace."
- **Wordplay on "intimacy"** — Bob's signature coinage: "in-to-me-see," "in-to-u-see," "into-me-u-r," "in-2-me-c." Use sparingly — it's a Bob thing, not an org thing.
- **ALL CAPS for emphasis** on 1–3 words at a time: "WE STILL NEED ONE ANOTHER," "YOUR referrals." Never whole sentences.

- **Sudden first-name intimacy.** Bob will break a paragraph with something like "Muggles we are not!" — a playful aside that pulls the reader close.

14.5 Signature vocabulary (verbatim from Bob's letters)

Concepts Bob returns to across years:

- **FLY** — First Love Yourself. Central mantra. Verb form: *"emotional intimacy... demands that we FLY."*
- **Rebuilding together** — sign-off and community ethos
- **RB family · RB Alum · Rebuilders · Rebuilding Friends** — community identifiers
- **In-to-me-see / in-2-me-c / into-me-u-r** — signature intimacy wordplay
- **Core gifts · superpowers · generative superpower** — language for self-worth and individual purpose
- **Attractions of deprivation** (the magnetic pull of unhealthy partners) vs. **relationships of inspiration** (healthy, mutually-seeing connection) — the *Beyond Rebuilding* framework (co-created with Shea Karam)
- **Masks off** — the vulnerability move at the heart of Rebuilding
- **Imperfectly enough** — the self-acceptance target. *"Twenty years of separation evaporated into 'I am imperfectly enough.'"*
- **Gremlins of shame** — shame's language (Brené-adjacent); Bob's phrase for the inner voices
- **Shame resilience** — explicit frame
- **The ask** — the practice of articulating need vs. taking what's given
- **Show up** — the minimum practice. *"Remember the most important step: just show up. Here you belong, precisely as you are at this moment."*
- **The climb · the journey, not the destination** — Rebuilding-as-mountain metaphor
- **Kryptonite to the soul** — his phrase for unhealthy relationship patterns

Bob's adopted quotes (keep attribution when using):

- *Susan Bridges* on transition: "the essence of life takes place in the neutral zone phase of transition"
- *Stephen R. Covey*: "Our greatest joy and our greatest pain comes in our relationships with others"
- *Dalai Lama*: "If you want others to be happy, be compassionate; if you want to be happy, be compassionate"
- *Bruce Fisher* framework concepts (see §15) — always attribute

14.6 Typography + text habits

- **Paragraph length:** 4–7 sentences, rhythm-paced. Rarely two-sentence paragraphs except at openings/closings.
- **Sentence length:** Varied; Bob uses long sentences with em-dashes for rhythm, then short imperatives for impact.
- **Em-dashes:** Frequent — used for asides and list expansion.
- **Italics:** Rare. Bob uses ALL CAPS for emphasis more than italics.
- **Emoji:** Only in community-building / celebratory letters (e.g., Dec 2024 RB Ambassador invite: 🟩❤️🟩🟩🟩). Absent from contemplative letters.
- **Links:** Inlined with specific calls to action ("Schedule a 15 minute chat with me here"). Never bare URLs in body.

- **Capitalization of program names:** "Rebuilding" always capitalized. "RB" as shorthand in any compound (RB family, RB Alum, RB Grad, RB class, RB Holiday Ball).

14.7 How Bob handles the pain → hope arc

Bob never skips pain. A typical move:

- 1 **Name the difficult feeling precisely** — "overwhelmed and unsteady," "the insidious feeling of being fundamentally flawed," "the pain can feel overwhelming"
- 2 **Honor that it's real and shared** — "we've all weathered...", "you've learned...", "none of us is alone in this"
- 3 **Introduce a distinction or reframe** — *change vs. transition, deprivation vs. inspiration, masks on vs. masks off*
- 4 **Offer a concrete, small practice** — "embrace the uncertainty," "share with trusted friends," "articulate your need," "just show up"
- 5 **Close with belonging** — the community is always the answer. "Together, we can create something truly extraordinary."

Never: toxic positivity ("everything happens for a reason"), hustle energy ("get out of your comfort zone!"), or therapist-voice detachment ("let's unpack that").

14.8 The "sounds-like-Bob" quick test

Before shipping content written in Bob's voice, check:

- [] Opens with a salutation from the approved list (§14.3 #2)
- [] Contains at least one first-person vulnerable disclosure ("I have been," "I recently," "I felt")
- [] Names at least one specific feeling or fear in plain language
- [] Uses at least one of: rhetorical question, triad, or contrast pair
- [] References at least one concept from Bob's signature vocabulary (§14.5)
- [] Ends with *Rebuilding together*, / *Bob* (or an approved variant)
- [] No bullet list runs longer than 5 items unbroken by prose
- [] No line reads as "marketing" without an emotional anchor above it

If five or more boxes aren't checked, it's not in Bob's voice yet.

14.9 Do / Don't — writing as Bob

Do	Don't
Lead with Bob's own experience or question	Lead with a sales pitch or program pitch
Use medium-long sentences with em-dashes for rhythm	Write short punchy social-media sentences throughout
Name the pain precisely before pivoting	Minimize ("at least...", "look on the bright side...")
Pair a concept with a tiny concrete practice	Leave the reader with abstract uplift only
Pull from Bob's known cultural references (Bridges, Covey, Harry Potter, kryptonite, Metta, Brené-adjacent "gremlins")	Invent new cultural references that don't fit his library

Do	Don't
Close with <code>Rebuilding together, / Bob</code>	Invent a new sign-off
Use ALL CAPS for one or two words of emphasis	Use italics or bold for emphasis (not Bob's habit)
Include one specific, named ask (event, reply, schedule chat)	End without a call-back to community

14.10 Brand evolution: "RB Grad" → "RB Alum" (August 2025)

In the August 2025 newsletter, Bob formally rebranded program graduates from "*RB Grad*" to "*RB Alum*" — citing that "Grad" implies finished, while "Alum" implies continuing membership. Use **Alum** going forward in any new community-facing copy. "*Grad*" remains acceptable when referring historically to pre-rebrand cohorts or to the act of graduating from the seminar. Both map to the umbrella **RB family**.

Parallel terminology note: Bob references a values framework called "**the RB CIRCLE**" (Sept 2025 letter). The framework content wasn't captured in the audit — see §11 #13 to close.

14.11 Example template (for drafting monthly letters)

``` [Optional: short quote + attribution]

Dear Rebuilders,

[Opening hook — reflection, question, or concept definition. 1–3 sentences.]

[Teaching paragraph #1. Name the concept. Define it plainly. Use at least one contrast pair.]

[Personal vulnerability paragraph. "I recently..." or "I've been...". Specific, embodied, not abstract.]

[Universalize. Rhetorical questions directed at the reader. "What would it mean for you to..."]

[Concrete practice. One or two sentences. Small, specific, doable this week.]

[Ask paragraph. Event, RSVP, reply, schedule a chat. One specific link or action.]

Rebuilding together, Bob ```

## 15. Philosophy reference

**Rule:** This section indexes the philosophical framework *Rebuilding Seminars* draws from. It does **not** reproduce the source texts. Treat this as a pointer map — when you need full detail on a concept, go to the cited source; do not paraphrase at length in brand materials.

### 15.1 Primary source

- **\*\*Bruce Fisher, EdD — \*Rebuilding: When Your Relationship Ends\*\*\*** (4th edition, with Robert Alberti). The foundational text. The full book is held locally at `Rebuilding When Your Relationship Ends.pdf` for the team's reference only.
- **Do not reproduce** chapter content, the full block list as written by Fisher, or extended passages in brand materials. Attribute by name and reference when invoking concepts.

## 15.2 Fisher concepts Bob invokes

| Concept                         | Attribution | How Bob uses it                                                                                                           |
|---------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------|
| The 19 Rebuilding Blocks        | Fisher      | Framework / curriculum spine of the 10-week seminar                                                                       |
| The mountain-climb metaphor     | Fisher      | Recovery as a staged ascent; "climb together to freedom and confidence"                                                   |
| FLY — First Love Yourself       | Fisher      | Central mantra; the culminating move of the curriculum                                                                    |
| Fisher Divorce Adjustment Scale | Fisher      | Pre/post-seminar self-assessment; "the fire that must be burned to the ashes of forgiveness" (Fisher's phrasing on anger) |
| Dumpers / dumpees framing       | Fisher      | Occasionally referenced in blog posts; handle with care (dated language)                                                  |

## 15.3 Bob's extensions + co-creations

- **Beyond Rebuilding — Extraordinary Relationships** (co-created with Shea Karam, 2020). Graduate-only six-week course that layers onto Fisher's framework. Key concepts:
- *Attractions of deprivation vs. relationships of inspiration*
- *Core gifts / generative superpower*
- *Wild and tender* (sexuality reframing)
- **RB CIRCLE values framework** (2025). Referenced in Bob's Sept 2025 letter; full content to be captured (§11 #13).
- **Rebuilding Reprise · Foundations · Men's Group** — Bob's offering expansions for ongoing community (see §8).

## 15.4 Adjacent thinkers Bob draws from (attribute when using)

| Thinker                                              | Concept Bob pulls from                                                                                                  |
|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <b>William Bridges / Susan Bridges</b>               | <i>Transitions</i> — "change is something that happens to us, while transition is something we actively participate in" |
| <b>Brené Brown</b> (implicit, via shared vocabulary) | Shame, vulnerability, <i>gremlins of shame</i> , shame resilience                                                       |
| <b>Stephen R. Covey</b>                              | "Our greatest joy and our greatest pain comes in our relationships with others"                                         |
| <b>Dalai Lama</b>                                    | "If you want others to be happy, be compassionate; if you want to be happy, be compassionate"                           |

| Thinker                                 | Concept Bob pulls from                                                            |
|-----------------------------------------|-----------------------------------------------------------------------------------|
| Buddhist Metta blessing                 | "May you be happy. May you be healthy. May you feel safe. May you live in peace." |
| Jim Fay / Foster Cline (Love and Logic) | Parenting context (Bob is a "Love and Logic Parent" per his origin story)         |

### 15.5 Usage rule

When brand content invokes any of these: **name the source on first use**, then you may refer to the concept by short name thereafter. Never present Fisher, Bridges, Brown, or Covey ideas as original Rebuilding Seminars concepts — attribution is both ethical and reinforces Bob's credibility as a thoughtful facilitator, not a guru-inventor.

## 16. Visual asset inventory

*(Renumbered from §13 above as the document has grown. §13 kept for the original visual inventory; §16 below is reserved for asset additions during voice analysis — currently none.)*

*Document version: 2026-04-17 (extended with §14 Bob's personal voice + §15 philosophy reference after ingesting 6 years of "Letters from Bob" newsletters and updated logo). Prior versions archived at `.claude/brand-voice-guidelines.archived-2026-04-17.md` and `.claude/brand-voice-guidelines.archived-2026-04-17-v2.md`.*