

EricHeckstall.com Website Revamp Brief

Project Objective

EricHeckstall.com will be redesigned as a **luxury personal authority platform** that integrates:

- Eric Heckstall's **personal brand**
- The **Phoenix philosophy of reinvention**
- A **men's grooming brand**
- **Lake Norman luxury real estate advisory**

The goal is to create a website that positions Eric as a **thought leader and lifestyle authority**, while also generating leads for grooming products and real estate services.

The site should feel like a **high-end personal brand platform**, similar to luxury entrepreneur or lifestyle authority websites—not a typical barber or realtor website.

Core Brand Positioning

Eric Heckstall's brand sits at the intersection of:

Reinvention

Personal Image

Entrepreneurship

Lifestyle

Legacy

Eric's narrative is built around the **Phoenix philosophy**, which represents transformation and personal evolution.

The website should communicate that Eric helps people elevate:

- their **image**
 - their **environment**
 - their **mindset**
 - their **legacy**
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The Phoenix Philosophy Framework

The Phoenix philosophy is the central narrative of the brand.

It has three stages:

Stage	Meaning
Burn	adversity, transformation, letting go of the old identity
Rise	discipline, grooming, rebuilding confidence
Reign	leadership, wealth, lifestyle, legacy

These themes connect to Eric's ventures:

Phoenix Stage	Platform
Burn	Phoenix philosophy / book
Rise	grooming expertise and discipline
Reign	real estate, lifestyle, and environment

This philosophy should be subtly integrated throughout the site.

Target Audience

Primary audience:

- entrepreneurs
- executives
- high-performing professionals
- affluent men focused on lifestyle and personal development

Secondary audience:

- men interested in grooming and personal image

- individuals relocating to the **Lake Norman area**
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Website Design Direction

The site should feel **luxury, masculine, and editorial**.

Think inspiration from:

- GQ
- luxury entrepreneur websites
- high-end real estate brands

Design characteristics:

- cinematic photography
- bold typography
- dark luxury color palette
- strong visual hierarchy
- minimal clutter
- large sections and whitespace

Suggested color palette:

- black
 - charcoal
 - ivory
 - subtle gold accents
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Website Structure

The homepage should guide visitors through Eric's three core pillars.

1. Personal Authority / Phoenix Philosophy

Eric's philosophy of reinvention and leadership.

2. Grooming Authority

Eric's 30+ years of barbering expertise and grooming product line.

Products currently include:

- BLVD Beard Oil
- EH Complex Leave-In Conditioner

3. Lake Norman Lifestyle / Real Estate

Helping executives and entrepreneurs relocate to Lake Norman.

Homepage Structure

The homepage should follow this storytelling sequence:

1. Hero Section

Full-screen cinematic image of Eric.

Headline example:

“Reinvention Is the Ultimate Power Move.”

Subheadline:

Entrepreneur • Grooming Authority • Lake Norman Real Estate Advisor

CTA buttons:

- Explore the Phoenix Philosophy
 - Work With Eric
 - Shop Grooming
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2. Authority Section

Short credibility section highlighting:

- 30+ years grooming experience
 - entrepreneur
 - lifestyle advisor
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3. Phoenix Philosophy Section

Introduce the **Burn** → **Rise** → **Reign** framework.

This establishes the deeper narrative behind the brand.

4. Three Core Pillars Section

Three cards highlighting:

1. Grooming Authority
2. Phoenix Philosophy
3. Lake Norman Lifestyle

Each links deeper into those sections of the site.

5. Grooming Product Section

Feature current products:

- BLVD Beard Oil
- EH Complex Leave-In Conditioner

Clean luxury product photography.

6. Lake Norman Lifestyle Section

Introduce Eric's real estate advisory role and the appeal of Lake Norman.

Focus on:

- entrepreneurs relocating
 - executive lifestyle
 - waterfront living
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7. Content / Blog Section

A content hub to support SEO and thought leadership.

Topics include:

- grooming advice
 - personal development
 - entrepreneurship
 - lifestyle
 - Lake Norman relocation
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8. Email Capture

Lead magnet example:

The Phoenix Playbook — 7 Disciplines of Reinvention

Purpose is to build an audience and mailing list.

9. About Eric Section

Professional portrait and biography summarizing Eric's journey and expertise.

10. Final Call-To-Action

Closing section encouraging visitors to:

- work with Eric
 - explore real estate
 - shop grooming products
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Main Navigation

Home
About Eric
Phoenix Philosophy
Grooming
Real Estate
Blog

Shop
Contact

SEO Strategy

The site should target three major search categories:

Grooming

Examples:

- beard oil for men
 - men's grooming tips
 - barber grooming advice
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Lifestyle / Personal Development

Examples:

- reinvention philosophy
 - men's lifestyle discipline
 - high-performance habits
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Lake Norman Real Estate

Examples:

- Lake Norman luxury homes
- moving to Lake Norman
- Lake Norman relocation guide

This allows EricHeckstall.com to rank across multiple verticals.

Revenue Goals

The website should generate income and opportunities through:

1. Grooming product sales
 2. Real estate client leads
 3. speaking engagements
 4. book sales
 5. digital content
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Overall Vision

EricHeckstall.com should function as a **personal authority platform**, not just a simple business website.

Visitors should leave feeling that Eric represents:

Reinvention

Discipline

Image

Lifestyle

Leadership

The website should position Eric as a **trusted authority who helps people elevate how they live and present themselves to the world.**