INTRODUCTION BIO:

Greg Merrilees is a Brand Positioning Specialist | Author of Next Level Website Design | Founder of Studio1Design.com

Greg Merrilees is based in Melbourne, Australia and has a distributed team. For 27 years, Greg has helped entrepreneurs, service businesses, online busiensses, and personal brands turn their expertise into authority.

His team has custom designed and transformed over 2,000 websites and landing pages for names including Sylvester Stallone, Frank Oz (the voice of Yoda), Gary Goldstein (producer of Pretty Woman), GRIT BXNG, Jordan Harbinger, and many more.

Today, Greg's focus is helping brands stand out in what he calls "the AI blur"... a world where everyone uses the same tools and ends up looking and sounding the same. His answer is finding your Vibe, the clear, memorable point of difference that makes people choose you.

Greg loves sharing practical strategies on branding, positioning and conversion, backed by real client case studies and results.

INTERVIEW TOPIC SUGGESTIONS:

Escaping the AI Blur - How to find the Vibe that makes your brand stand out when everyone looks the same.

Positioning Before Pixels - Why clear positioning should come before any design decision.

Your Website's New Role - How your website Needs to be designed in the AI era.

INTERVIEW QUESTION SUGGESTIONS:

You talk about "**the AI blur**." What is it, and how can a business owner tell if their brand is caught in it?

When a business builds their own website with **vibe coding**, what are some mistakes they make?

Why is **brand positioning** important, and what are the signs a brand's positioning needs work?

Greg Merrilees

Brand Positioning Strategist & Website Conversion Expert



27
Years in Business

2,000+
Websites Designed

> Greg is so knowledgeable, witty, and has really insightful things to say about website design, conversions, branding and website marketing!
>
> **- Stephan Spencer | MarketingSpeak.com**

greg@studio1design.com

GregMerrilees.com
Studio1Design.com
NextLevelWebsiteDesign.com

YouTube.com/@gregmerrilees
Instagram.com/gregmerrilees
Linkedin.com/in/greg-merrilees