



MID-JOURNEY INVOICE

creative / studio

200 N Mesquite, Suite 201
Arlington, TX 76011

Date: December 19, 2025

Start Date: Aug 8, 2025
Estimated Finish Date: Feb 6, 2026

Sarah Layson
Layson Group

NO	ITEM DESCRIPTION	PRICE	QTY	TOTAL
1	Brand Enterprise - 16 week journey	\$4,000	1	\$4,000
	<ul style="list-style-type: none"> • Personal Brand - "LIFT by Sarah Layson" Development • Brand Discovery & Archetype Analysis • Mission, Vision, Core Values, and Brand Beliefs Creation • Messaging Framework & Brand Narrative (LIFT Framework) • Creative Direction & Visual Identity Development • Logo and Sub-Brand Concepts (LIFT + Sarah Layson) • Brand Book Design & Guidelines • YouTube + Podcast Channel Strategy, Creative Direction, Episode Development, and Technical Advisory Startup • PR / Speaking / Media Positioning Strategy • Website Wireframe, Content Direction & Creation • Marketing Strategy, 2-Year Plan, Brand Launch Roadmap & Rollout Plan 			

Deposit paid: **\$1,500**

Total Remaining **\$2,500**

Mid-journey payment today: **\$1,500**

[Click here to pay mid-journey payment](#)

The following will be your payment schedule on the remainder due:
Mid-Journey Payment: \$1,500 (at week 12) est: 12/19/2025
Final Payment: \$1,000 (upon final delivery) est on or before 2/6/2026

Thank you for trusting us to build your brand. I truly look forward to helping you build your story and injecting meaning into your brand!

I understand that some of the work is being done by contractors who have been vetted by GO Network under the supervision of GO Marketing. Should I wish to cancel, I must do so prior to any charged hours including the quizzes, and discovery period prior to regularly scheduled meetings. I understand that the photography and videography is to be paid directly to whomever I select. I also acknowledge that any pass through costs such as fonts, licensing of pictures and videos for assets built for me will be charged at the close out invoice. I also acknowledge the web developer fees are not covered in this quote and will be directly paid to Noorik - GO Network's chosen and vetted contractor for websites.

Collette Stone
Head of Brand and Marketing