

creative / studio

200 N Mesquite, Suite 201  
Arlington, TX 76011

Date: October 6, 2025

Estimated Start Date: January 7, 2026  
Estimated Finish Date: April 30, 2026

**David Heape**  
**Keller Williams Dallas Preston Road**

NO	ITEM DESCRIPTION	PRICE	QTY	TOTAL
1	Brand Enerprise - 16 week journey	\$5,000	1	\$5,000

Up to 2 Postcard designs will be produced prior to the full journey starting as agreed upon by Collette Stone. All assessments must be completed prior to design and copy being produced and delivered.

- Primary Brand Archetype development & direction of all assets
- Brand Core (Purpose, Vision, Mission, Values)
- Ideal Customer Profile (ICA) with up to 2 Sub-Profiles and Targeted Messaging
- Moodboard, Color Palette, Typography - Brand Standards Book
- Brand Voice Summary + Tone Descriptors + Bio (short/long written)
- Brand Voice Guide + Messaging Themes
- Custom Listing & Buyer Presentation Copy & Custom Design
- 60-Day Social Content Bank with Custom Templates and Visuals
- 4 Custom Lead Magnets with Funnel Strategy Guidance (Buyer, Seller, or AI Social Response Strategy based on hot topic)
- Nurture Email Series (Custom Sequence) - 10 emails
- 10 Blog Posts (Professionally Written and SEO-Aligned)
- Full Website Copy Strategy, Wireframe, and Professionally Built Website (Up to 20 Pages) with IDX Integration\*
- Click funnel development (email, social, website, lead magnet, content)
- Photographer Recommendation + Custom Shot List + OnSite Direction.
- Custom Logo Suite (Primary Logo, Submark, Icon, Favicon, Animation if possible)
- Media Kit (Speaker & Podcast Graphics)
- YouTube Strategy and first 10 episode Talking Points and Visual Direction to fit your "Mr. Addison" persona launch
- Full Launch Strategy (Coordination for Print, Social, Event, Photography, and Website Launch)
- Assistance in searching for media team to build your "Mr. Addison" persona media content.

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**Total** **\$5,000**

**Deposit to hold 1/7/26 Start** **\$1,500.00**

[Click here to pay deposit and reserve your spot](#)

The following will be your payment schedule on the remainder due:  
Mid-Journey Payment: \$2,500 (at week 8) est: 2/26/2025  
Final Payment: \$1,000 (upon final delivery) est 4/20/2026

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!

By leaving a deposit payment I am reserving my spot in line for brand building by Creative Studio by GO Network. This quote is good for 7-days to save my place in line.

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