

creative / studio

Date: December 22, 2025

200 N Mesquite, Suite 201
Arlington, TX 76011

Estimated Start Date: January 14, 2026
Estimated Finish Date: May 6, 2026

Alan Simonton & Michelle Ozymy
Keller Williams Dallas Preston Road

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

Brand Enterprise Package | Invoice Line Items (High-Level)

- Brand Architecture + Consolidation Strategy
- Unify Alan/Michelle, the podcast brand, Knob & Key Realty, leadership platform, and Michelle's coaching lane into a clear "pick your path" structure.
- Brand Core Development
- Purpose, mission statement, vision, and core values refresh to match the leadership-forward direction (while keeping faith and community impact authentic).
- Brand Positioning + Niche Definition
- Define the audience you are naturally inclined to serve (urban community, diverse lifestyle-inclusive success seekers, artful/creative professionals, leadership-driven agents, women's coaching lane).
- Podcast Brand Strategy + Naming
- Finalize show name, premise, and category positioning (fun + credible, "odd couple" energy without losing leadership authority).
- YouTube Strategy + Channel Buildout
- Channel direction, playlists, content lanes, and monetization roadmap; includes leveraging your historical podcast library for channel population.
- Content System + Audience Engagement Plan
- Social content strategy designed for consistency, reach, and engagement (reels/shorts, clips, "native IG" workflow, cross-posting logic, community prompts).
- Media Kit + Speaker Platform Assets
- Speaker/podcast media kit, bios, intro copy, and "book us" positioning for leadership, coaching, and faith-friendly stages.
- Website Strategy (Leadership-First Hub)
- Leadership-forward website direction (Squarespace-ready), with clear routing for: podcast, speaking, coaching, and real estate credibility (Knob & Key as supporting lane if retained).
- Lead Magnet + Funnel Direction
- Lead capture strategy aligned to your ecosystem (podcast guests, speaking inquiries, recruiting interest, coaching pipeline, consumer real estate leads), with platform routing guidance.
- Email Nurture Strategy
- High-level nurture sequence direction to convert attention into relationship (podcast listeners → subscribers, agents → recruiting conversations, women → coaching).
- Visual Brand Direction + Standards
- Visual direction to support multi-platform visibility (podcast artwork, thumbnail style, social templates, brand continuity across lanes).
- Logo + Core Brand Assets (As Prioritized)
- High-level logo suite direction and essential brand marks needed for podcast/YouTube/website/social rollout.
- Photography Direction + Shot List
- Strategic shot list to support podcast/youtube thumbnails, leadership brand presence, speaking, coaching, and credibility imagery.
- Launch + Visibility Rollout Strategy
- Coordinated rollout plan for the named podcast + YouTube activation + leadership visibility, including event promotion support as needed.

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 fees covered in this quote are for brand development services only and 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 the website developer mutually chosen by Creative Studio and Client.

Total \$5,000

Deposit to hold 1/14/26 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: 03/11/2026

Final Payment: \$1,000 (upon final delivery) est 05/06/2026



Collette Stone

Scope Notes :

Some services may be swapped for equivalent labor hours based on prioritized goals. Final scope to be confirmed during the initial strategy session.

Head of Brand and Marketing