

creative / studio

Date: January 2, 2026

200 N Mesquite, Suite 201  
Arlington, TX 76011

Estimated Start Date: January 7, 2026  
Estimated Finish Date: May 7, 2026

**Ben Baker**  
**Keller Williams Dallas Preston Road**

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

**Brand Enterprise Objectives & Deliverables**

**Core Brand & Legacy Foundation**

- Define and articulate Ben's legacy-driven brand position centered on Respected Legacy
- Establish brand purpose, vision, mission, values, and guiding beliefs
- Identify primary brand archetype and supporting tone markers
- Develop a clear, confident brand voice guide and public-facing bio

**Messaging & Story Architecture**

- Translate Ben's lived experience and convictions into market-ready messaging
- Create a narrative framework that balances authority, vulnerability, and trust
- Define messaging boundaries so the story is compelling without dilution or misalignment

**Ideal Customer Strategy**

- Build a primary Ideal Customer Profile (ICA)
- Develop up to two Extended ICA sub-profiles to support targeted campaigns
- Align language, content, and offers to each audience without fragmenting the brand

**Brand System & Visual Identity**

- Refine and systematize Ben Baker as the master brand
- Define "Power Squad" as a scalable sub-brand inspired by Ben
- Deliver a complete custom logo suite including submark, icon, favicon, and usage guidance
- Establish brand colors, typography, and visual standards for consistent application

**Website & Digital Platform**

- Full custom website copy strategy and professionally built website
- Up to 20 pages of navigation including sub-pages and supporting content
- Messaging written for clarity, authority, and conversion
- IDX integration and SEO-forward structure

**Authority Content Engine**

- Strategic blog content written to support education, discoverability, and trust
- 60-day custom social media content bank aligned with brand voice
- One-of-a-kind branded Canva templates for ongoing use

**Video & Media Positioning**

- Messaging framework for YouTube and long-form educational content
- Media kit including speaker, podcast, and interview assets
- Positioning guidance to support subscriber growth and review goals

**Client-Facing Marketing Assets**

- Fully rewritten and custom-designed buyer and listing presentations
- Updated guides aligned with ICA and Extended ICA messaging
- Premium polish across all touchpoints to match production level and reputation

**Nurture, Funnels & Automation**

- Custom nurture email sequences written in Ben's voice
- Up to four strategic lead magnets with conversion intent
- Custom funnel strategy including AI or ManyChat response guidance
- Cohesive journey from content to conversation

**Launch & Activation Strategy**

- Strategic rollout plan for brand, team, and campaigns
- Coordination of website, content, social, email, and partnerships
- Optional support for brand or team launch events

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 1/07/26 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 9) est: 03/11/2026

Final Payment: \$1,000 (upon final delivery) est 05/07/2026



**Collette Stone**

Head of Brand and Marketing