

MAVERICK
STUDIOS



**THE BRAND
ROUNDUP
WORKSHOP**

**GET UN-
STUCK
AND ON
TRACK.**

Your starting line
for better results.



HAS THIS HAPPENED TO YOU?

- » You're posting, networking, and spending — but the needle isn't moving.
- » Your business looks inconsistent.
- » Your marketing feels disconnected.
- » You're working hard, but traction stays frustratingly out of reach.

Most businesses don't have a marketing problem. They have a brand clarity problem. And here's the truth: A new logo won't fix things.

Without a clear brand foundation, every dollar you spend on ads is a dollar wasted. When your brand isn't aligned, it becomes harder to build trust, stand out, and convert attention into sales.

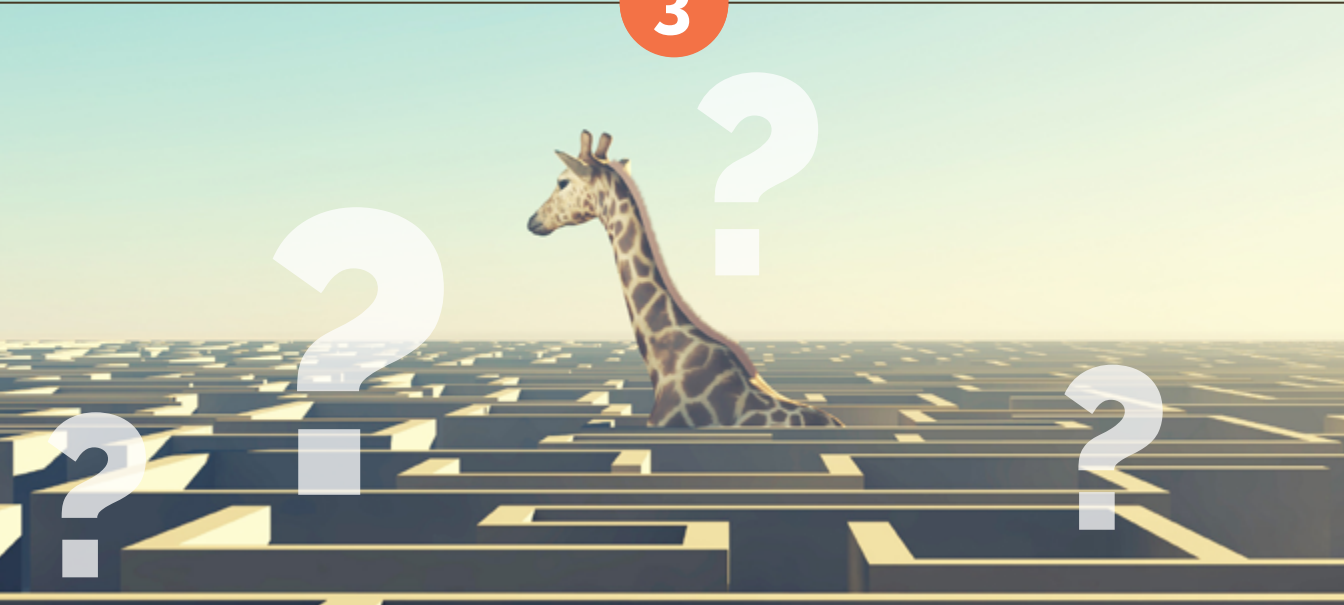
That's where the **Maverick Studios Brand Roundup** comes in. This paid, intensive strategy workshop will help you uncover what's working, what's holding your business back, and where missed opportunities may be costing you growth. We'll uncover:

- » Where your business may be losing trust, recognition or sales
- » What's creating confusion in your marketing
- » How your visual identity and messaging can work harder
- » What strategic improvements will create the biggest impact

After our session, you walk away with a customized **Trail Map** that outlines how to fix some of your biggest issues with smarter branding, clearer messaging and marketing materials that do more than look good. Use it on your own, hand it to your in-house team or put it to work with Maverick Studios. Either way, you'll have a no-fluff, highly usable guide that shows you what's holding your brand back — *and how to fix it.*



3



IS A BRAND ROUNDUP RIGHT FOR ME?

It is if you're a business owner and you:

- » Look inconsistent across your website and social media platforms (and know it affects credibility)
- » Feel like your brand doesn't reflect who you are anymore
- » Don't know what to prioritize: the logo, the copy, the website, the pitch ... all of it?
- » Are tired of spending money on marketing that doesn't move the needle

This isn't a brand workshop. It's a business intervention that provides the strategic clarity you need to build recognition and trust with your audience.

WHO YOU'LL BE WORKING WITH:

I'm Michelle Houlden, owner and Creative Director of Maverick Studios.

I'm an award-winning designer, writer and brand strategist with deep roots in storytelling and visual communication.

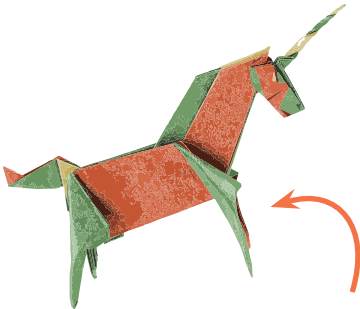
Raised in small-town Saskatchewan on hard work, strong community values and a healthy respect for straight talk, I bring practical strategy and creative firepower to every project.

With a background in journalism, design leadership and more than 15 years of internationally recognized creative work, I help businesses uncover what's holding their brand back, clarify their message and build marketing that works harder.

I've worked with local businesses, non-profits, agricultural organizations, and professional groups to create stronger brands through strategic design, clear messaging and no-fluff guidance.

In short: I combine sharp strategy, compelling storytelling and practical execution to help businesses build brands that connect, compete and grow.

If your business is ready for clearer direction, I'm here to help.



Visit [my website](#) to learn more about me and to discover why my company mascot is a unicorn.

5



HERE'S HOW IT WORKS:

1. We start with a quick "fit" call

This is a free 15-minute chat where I'll see if you've got a problem I can help you to solve. If so, great! I'll tell you about my Brand Roundup process and describe how it works to help you solve your problem or reach your goal. This is where you'll buy and schedule a Brand Roundup meeting with me. If we're not a good fit to work together, I'll let you know — my services aren't for everyone!

During your Brand Roundup meeting, we will dig into the story behind your business, your goals, your audience, and where your brand is helping or getting in the way. You don't need to have all the answers — that's my job. You talk, I listen, ask questions, challenge assumptions, and dig out what matters.

6

2. A no-nonsense Trail Map

On the next Friday following our Brand Roundup workshop, you'll get your own customized Trail Map (a PDF report) that includes:

- » Key brand challenges and untapped opportunities
- » Clear messaging and communication strategies
- » Visual identity insights (what's working, what's hurting you)
- » Suggestions for key touch points: website, print materials, social media, ad materials, and more
- » A prioritized recommendation of what to fix — and where to start — so you can see the highest-impact moves to strengthen your brand out now and in the future

The Trail Map is yours to keep and provides you with a clear next step forward, whether you hire me or not— no strings. Use it in-house, or use it as a ready-to-use work order with Maverick Studios when you're ready to make things happen.



3. Credit toward a bigger project

Your Brand Roundup fee can be applied to **one of my signature packages** if you'd like Maverick Studios to put your new plan into action — and I will recommend the right one to help you tackle the biggest issues we uncovered in your Roundup session when you get your Trail Map. I always include full pricing upfront and a list of services provided with my packages so there are no surprises — except how easy it is to say yes.

THIS IS THE SMARTEST WAY TO:

- » Identify exactly what's keeping your brand from doing its job.
- » Build a brand that reflects who you are and connects with the right people.
- » Get professional guidance before making a big investment.

Could you spend less on a logo from some online site? Sure. But you'd still be stuck with the same problems. **This isn't decoration, it's direction.**





STRAIGHT TALK FROM A STRAIGHT SHOOTER:

I am scrapping the tire-kicking meetings and guesswork proposals many other agencies use and replacing it with a system to help you connect to your customers with more authenticity — and maybe even a little more swagger in your boots, because you'll finally know your brand is built to work.

Your Brand Roundup includes a primer workbook, an interview and a written Trail Map that outlines your opportunities to drive your business forward.

GRAB THIS DEAL:

\$850

Your investment doesn't just deliver clarity — it also gives you a \$400 credit toward larger implementation with one of my signature packages. Not sure if a Brand Roundup is right for you? **Let's schedule a quick call to find out.**

*Workshop credit must be used within eight weeks of receiving your Trail Map. Signature packages include Branding for Business, New Business Bundle or the Communication & Design Package. Prices don't include applicable taxes.

LET'S BOOK THIS!

