

MAVERICK  
**STUDIOS**



**THE BRAND  
ROUNDUP  
WORKSHOP**

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

Your starting line  
for better results.



# HELLO!

**Need branding help?** You're in the right place. And I'll let you in on a secret: You don't need a new logo. (*Not yet, anyway.*) First, you need a strategy that defines how your business looks, sounds, and builds trust with the people you want to reach.

The **Maverick Studios Brand Roundup** will help you wrangle the chaos and herd your brand into line. It's the starting point for businesses that want clarity, direction, and traction.

This isn't a coaching call. This is a get-to-the-heart-of-it workshop where together, we uncover:

- » What works in your brand and what holds it back
- » Where you lose momentum, sales or recognition
- » How your visuals, messaging, and materials help (or hurt) your goals

And then? You walk away with your own customized **Trail Map**, a written report that outlines how to get there 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 apply it to a full project 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.*

**Keep reading to see how it works.**



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## IS THIS 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?
- » Burn cash on materials that don't help you connect to your clients
- » Are too close to it to see the gaps (or the gold)

Not sure what's wrong but you know something isn't clicking?

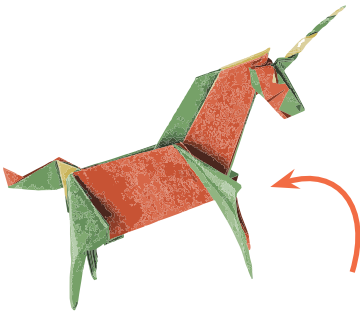
**Don't worry, I'm here to help.**

## WHO YOU'LL BE WORKING WITH:

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

People describe me as a one-woman powerhouse of design, strategy, and storytelling. Raised in small-town Saskatchewan on hard work, community values, and Saturday matinees full of scrappy western heroes, I bring that same independent, get-it-done energy to every project.

**I'm a designer and visual content strategist.** I create print and digital advertising, marketing and content for local businesses and non-profit groups. I design materials for conferences and trade shows, and lead workshops on visual media and branding. My design work has been recognized with more than 60 international awards over the past 15 years. But nothing makes me happier than when I'm helping someone to create or fine-tune their brand so they can share their business story and connect to their audience with greater clarity and purpose.



**I'm a writer.** I started out after high school as a cub reporter at my hometown newspaper, got a journalism degree, then worked as a daily news reporter at the Regina *Leader-Post* before moving into design leadership roles at *The Western Producer*. Though much of my current work is in design, branding and marketing, I also create blog and video content for several local businesses.

And finally, **I'm a coach.** I lead branding and visual communication workshops for small businesses and professional organizations.

In short, I'm the hired gun you need to help you beat your biggest branding challenges. **Ready to get started?**

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

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## HERE'S WHAT YOU RECEIVE:

### 1. A primer and a 90-minute strategy session

You'll receive a short check-in primer document to complete ahead of our meeting. This will kick-start the process and help you to reflect on your key issues so you're ready to focus at our meeting.

Then, I will meet with you in person or by video, (it's your choice) and together, 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.





## 2. A no-nonsense Trail Map

Within a week of our Brand Roundup workshop meeting, you'll get your own customized Trail Map (a PDF report) that includes:

- » Key brand challenges and untapped opportunities
- » Clear messaging and tone-of-voice recommendations
- » Visual identity insights (what's working, what's hurting you)
- » A prioritized Trail Map of what to fix — and where to start
- » Suggestions for key touch points: website, print materials, social media, ad materials, and more

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

\$400 of your Brand Roundup fee can be applied to one of our signature packages if you'd like Maverick Studios to put your new plan into action. I've got two streams built to help you get there. If you're a new business, consider:

- » **The Branding for Business package:** a full strategic and visual overhaul for growing businesses
- » **The New Business bundle:** my branding package plus basic website setup and marketing essentials for startups
- » **The Content Writing + Design Package:** A combo deal with core messaging and flexible design support, ideal for non-profit organizations (**(email for details)**)

NOTE: You must use your credit to book a signature package within eight weeks of receiving your Trail Map so the information is still fresh and relevant to your business goals.



**If you're an existing business, consider:**

- » **Brainstorm + Build Package:** One intensive day where we convert strategy into content. Get as much branded material as we can create in a day, delivered with deadlines you can count on, and no micromanaging required.
- » **Collaborate + Create Package:** A two intensive-day project to tackle your branding, website and messaging must-haves. The more trust you have in my expertise and the more decisive you can be, the more we can build!
- » **The Content Writing + Design Package:** A combo deal with ongoing core messaging and flexible design support. [\(Email for details\)](#)





## 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 know you've got your brand locked and loaded.

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 comes with a perk:** Not only is this a tax-deductible expense, you also get a \$400 credit\* toward 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!**

