



# Service Guide

A Guide for Our Future Collaboration

[MUSEMULTIMEDIA.COM](https://musemultimedia.com)

MUSE  
MULTIMEDIA



## Introduction

# Hey there!

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I'm Amanda Carlson, brand designer, strategist and founder of Muse Multimedia. I empower purpose-driven entrepreneurs like you to reconnect with their "Why" and build brands they love.

Building your own brand can be euphoric. But there comes a time in your business when you need some extra clarity, direction and support. With these goals in mind, I'm proud to present our 3 Branding Packages designed to meet your marketing needs wherever you are on your business journey. Opportunities for further customizations and add-ons are also available to ensure your brand feels like home and helps you reach your unique goals.

This guide outlines our service offerings and takes a peak at our collaborative process to give you a feel for what to expect. Please feel free to get in touch with any questions.

Together, let's build a brand that celebrates your unique story and captivates your audiences on a personal and dynamic level.

Thank you,

*Amanda Carlson*

**AMANDA CARLSON**

DESIGNER | STRATEGIST | FOUNDER





## Our Purpose

# Empowering Businesses that Empower Others

At Muse Multimedia, we're passionate about businesses that empower others. This commitment is about more than just empowering business growth; it's about equipping companies with the resources and strategies to make a real difference, inspired by values of truth, dignity, and excellence of Philippians 4:8.

By focusing on these foundational principles, we help businesses create impactful, positive impacts in their communities and beyond. Our approach is designed to resonate with purpose-driven businesses aiming to leave a positive mark on the world, guiding them towards success that's as meaningful as it is measurable.

Let's Start Building!

# What to Expect

# More than just a logo...

Your brand is the soul of your business. That's why we offer comprehensive strategic branding services tailored to clarify your vision, captivate your audience, and drive your business forward at every stage of growth.

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## Our Core Brand Components

### VISUAL IDENTITY

Stand out from the crowd with a stunning visual identity that captivates your audience and sings your story. Through the process of creative exercises, design concepts, and moodboards, we discover your unique brand personality and style. More than just a logo, let's build a brand that feels like home.

### BRAND MESSAGING

Effective communication can make or break a business. By defining your brand's voice through self-evaluations and collaborative sessions we craft your story, your standards and your services. Resulting in a cohesive messaging strategy that flows through all your materials, ensuring a consistent narrative that resonates with your audience.

### BRAND MANAGEMENT

Craft a structured series of marketing strategies and procedures designed to amplify your brand's awareness among your target audience. By optimizing web, email and social media we construct a seamless client attraction framework designed to generate and nurture high-quality leads for long-term income.

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## How we use these elements

These Core Brand Components are the foundational building blocks of our 3 Branding Packages. Each package will include meticulously measured doses of these Components that align with your business journey to enhance your brand's visibility, voice and value.





# The Emerger Package

## This Package is Perfect For:

Purpose-driven entrepreneurs who are serious about transforming their business dreams into reality but lack a clear vision for getting started. The Emerger Package is a collaborative journey to craft your initial brand identity while equipping you with a solid starter strategy for entering the market with clarity and confidence.

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## What's Included:

The Emerger package includes the following services. However, if you're looking for something more customized, please don't hesitate to contact us. We're happy to provide a personalized quote tailored specifically to your brand's unique requirements.

- Brand Clarity Questionnaire
- 2-3 brand design concepts to choose from with curated mood boards
- Logo Suite: Primary Logo + Variations
- Typography/ Font System
- Color Palette
- Finalized Brand Board
- Target Market Research Guide
- Brand Voice Starter Guide
- Visual Brand Guide
- Choice of 3 custom designed marketing collateral

**INVESTMENT:** STARTING COST  
SPLIT INTO 2 EQUAL PAYMENTS **\$4,900**

**EST. TIMELINE: 8 Weeks**  
FINALIZED TIMELINE TO BE AGREED UPON AT BOOKING





# The Explorer Package

## This Package is Perfect For:

Momentum powered entrepreneurs who have tasted success in their business launch and seek guidance navigating the potential pitfalls of elevating their brand awareness. The Explorer Package is a partnership to refine your brand identity and strategy while charting a path toward increased awareness and web presence to propel your business forward.

## What's Included:

The Explorer package includes the following services. However, if you're looking for something more customized, please don't hesitate to contact us. We're happy to provide a personalized quote tailored specifically to your brand's unique requirements.

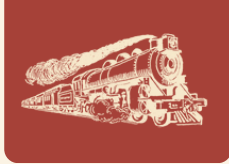
- 📁 Emerger Package Deliverables as needed
 📁 Website Design: 3- 5 pages
- 📁 Brand Messaging Suite: Brand Story + Tone of Voice
 📁 Starter Web SEO
- 📁 Complete Brand Messaging Guide
 📁 Social Media Starter Strategy
- 📁 Choice of 4 custom designed marketing collateral
 📁 2 months of complimentary social media management (max 3 platforms)

**INVESTMENT:** STARTING COST  
 SPLIT INTO 2 EQUAL PAYMENTS **\$9,900**

**EST. TIMELINE: 16 Weeks**  
 FINALIZED TIMELINE TO BE AGREED UPON AT BOOKING



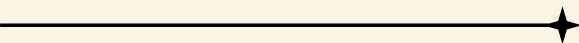




# The Expander Package










## This Package is Perfect For:

Prominent business owners ready to scale but have outgrown their ability to expand effectively without burnout. The Expander Package is built as a brand management strategy offering tangible assets and strategic insights allowing you to make informed marketing decisions with ease and return to the work you love most.



## What's Included:

The Expander package includes the following services. However, if you're looking for something more customized, please don't hesitate to contact us. We're happy to provide a personalized quote tailored specifically to your brand's unique requirements.

-  Emerger Package Deliverables as needed
-  Explorer Package Deliverables as needed
-  Brand Audit
-  Existing Website Audit
-  Advanced Web SEO
-  Competitor's Analysis
-  Topical Authority Map Development
-  3 months of complementary social media management (max 3 platforms)
-  Choice of 5 custom designed marketing collateral

**INVESTMENT:** STARTING COST  
SPLIT INTO 2 EQUAL PAYMENTS **\$14,900**

**EST. TIMELINE: 24 Weeks**  
FINALIZED TIMELINE TO BE AGREED UPON AT BOOKING



Available Upon Request

# Additional Offerings

Packages may include the following additions upon request. Contact us to request a quote tailored to your specific needs.

## Website

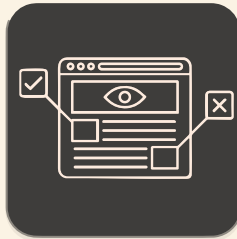
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WEB HOSTING



WEB MIGRATION



WEB SEO



EMAIL MIGRATION



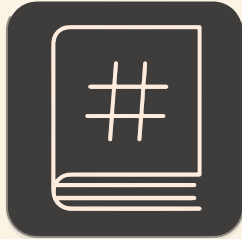
WEB AUDIT

## Social Media

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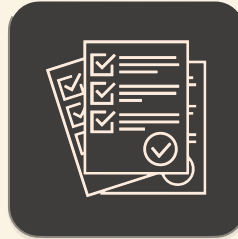
SOCIAL MEDIA  
AUDIT



TARGETED  
HASHTAG LIBRARY



QUICK RESPONSE  
LIBRARY



EXISTING CONTENT  
CURATION



TOPICAL MAP  
DEVELOPMENT

## Graphic Design

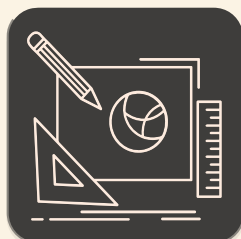
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SOCIAL MEDIA  
POSTS



QR CODING



BRAND DIGITAL  
LIBRARY



BRAND PRINT  
LIBRARY



EMAIL DESIGN



# Frequently Asked Questions

## **How do we get started?**

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Getting started is easy! Just reach out to us through our contact page, and we'll schedule a free consultation to discuss your needs, goals, and how we can help bring your brand to life.

## **How long does the branding process take?**

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The duration of the branding process can vary depending on the complexity of the project and the services selected. Typically, our Emerger Package takes 6-8 weeks, the Explorer Package takes 12-16 weeks, and the Expander Package, being highly customized, can range from 3-6 months.

## **Can I customize a service package?**

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Absolutely! While we offer pre-defined service packages for convenience, we're more than happy to customize a package that fits your specific needs and goals. Contact us to discuss your project, and we'll tailor a solution just for you.

## **Do you offer ongoing support after the project is completed?**

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Yes, we offer various levels of ongoing support and maintenance packages to ensure your brand and marketing efforts continue to thrive. From website updates to social media management, we're here to support your brand's growth long-term.

## **What is your payment policy?**

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We require a 50% deposit to begin work, with the remainder due upon project completion. For longer projects, we may arrange milestone payments. All payments are outlined in our contract before any work begins, ensuring transparency and mutual understanding.

Bye Bye, Burnout!

# Let's Start Building



**You manage your business, we'll manage your brand.**

Stop the brand fog and the CEO-verwhelm. Start building a purpose-driven brand that reflects your core values and mission.

Together let's create a brand that not only stands out but stands for something greater. Reach out to Muse Multimedia today, and take the first step toward building a brand that truly empowers.

**Send us an email or visit our website to discuss your project!**

LET'S START BUILDING ✦