

# CHOOSE YOUR CALLING™



**MENU OF  
SERVICES**



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THE FUTURE OF LIFE-PURPOSE DEVELOPMENT

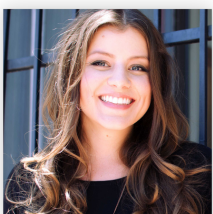
Choose Your Calling™ is a new revolution in purpose, contribution, and creative solutions for systemic and social issues. Take an active stand for what truly matters and bring your vision to life as the beginning droplets of disruption that turn into transformational ripples—forever altering the way things occur, globally and generationally.

On the agency side of Choose Your Calling, *we're a full-service branding and online marketing boutique, podcast production studio, and publishing house* dedicated to helping purpose-driven individuals have the conversation they're here to facilitate.



# MEET THE FOUNDERS

With over 39 years of combined experience, our leadership team brings a wealth of passion, wisdom, and skill to every project.



## STEPHENIE ZAMORA

Head Change Agent / Co-Founder

Stephenie is passionate about supporting mission-driven organizations and brings 19 years of award-winning experience in print/website design and brand strategy, including 13 years of experience with online marketing, SEO, and front-end development work. She's led rebranding projects for one of the largest hospital chains in the United States and one of the top health-focused nonprofits in Colorado. She's also been integral to print and website projects for some of the most innovative and notable universities and assisted with several large household name branding campaigns. Stephenie loves the power of the internet and its ability to transform lives globally. Her primary focus throughout her career has been to help build beautiful, effective, and strategic brands and marketing strategies (both online and off) that significantly increased revenue, sales, site traffic, conversions, and—most importantly—impact.



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## NICK MCGOWAN

Head of Disruption / Co-Founder

As a sales and marketing specialist, Nick has harmoniously married his creative, out-of-the-box thinking and entrepreneurial drive to support and propel businesses into their next level of reach and impact. He's spent the last 20 years developing custom marketing strategies and materials for leading-edge corporations, designing sales and growth strategies for purpose-driven clients across various industries, and helping companies of all sizes increase their client base, sales, and search traffic by 40% - 150%, respectively. Nick believes website, content, and SEO marketing are vital to creating much-needed change in the world. He brings an unmatched commitment and tenacity to every project, helping ensure your project and strategies are as effective as possible.



[nick@chooseyourcalling.com](mailto:nick@chooseyourcalling.com)



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PAST CLIENTS  
AND PROJECTS



# MEET THE TEAM

**Our team consists of designers, developers, copywriters, project managers, SEO experts, and strategists with a wealth of experience and proven track records in their respective fields—all incredible and unique individuals who are passionate about their work.**

At Choose Your Calling, we're committed to sharing diverse stories, voices, and conversations because we know how necessary that is for creating true, lasting transformation in the world. Every member of our team brings a commitment to contribution and change, an abundance of life experiences that have shaped them deeply, and a wide variety of unique perspectives and backgrounds that add immense value beyond their incredible abilities and talents.

Working with us provides far more than a talented support team who knows it's possible (and possesses the skills needed) to bring your visions into a tangible reality—you also get the backing of individuals who deeply believe in the change you're working to create and will always go above and beyond as though it's their own calling because, in many ways, *it is*. Their zones of genius are not for them alone, and they're all deeply called to help others craft businesses, brands, podcasts, and books that help the world collectively heal.

**We can't wait to introduce you to these extraordinary souls:**





# BRANDING AND DESIGN

Branding, website design, marketing strategy, and more for entrepreneurs and small business owners looking to scale from 6 to 7-figures this year, as well as affordable packages that support passionate individuals in getting themselves and their projects online.

## BRAND STRATEGY

*Starting at \$500*

- Brand and marketing audits
- Strategic coaching

## WEBSITES

*Starting at \$2,500*

- Custom branded website and logo designs
- Wordpress website development
- Copywriting (pages, posts, and sales pages)
- Funnels (landing pages, emails, free gifts)
- Social media graphics and templates
- SEO optimization and content strategy
- Video editing, voiceovers, and commercials

## ADDITIONAL SERVICES

*Starting at \$125 per hour*

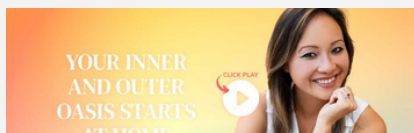
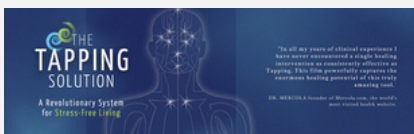
- Custom logo and wordmark design
- Sales pages (copy, design, development)
- Membership and summit websites
- Hosting and maintenance packages
- Collateral design and printing
- Course creation
- SEO strategy, setup, and implementation

## MAINTENANCE

*Starting at \$100 per month*

- Website hosting
- Backups, updates, security
- Technical support

## RECENTLY LAUNCHED SITES:



# PODCAST PRODUCTION

Whether you're a seasoned podcaster looking to level up your show, ready to launch a brand new one, or just looking to be a guest on some shows to grow your brand—we're here to support you through strategic coaching, production services, and so much more!

## PRODUCTION

*Starting at \$250 per episode*

- Audio and video editing
- Show and episode artwork
- Show notes, descriptions, and social content
- Artwork template packs
- SEO optimization and content strategy

## GUEST SERVICES

*Starting at \$250*

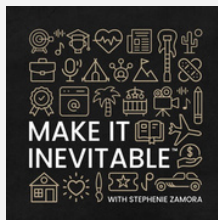
- **Podcast tours:** get on other people's show
- **Curated list:** podcasts to be a guest on
- **Curated guests:** we'll book guests for yours

## LAUNCHES

*Starting at \$2,000*

- Show setup on all channels
- Show and episode artwork
- Launch and marketing strategy
- Basic and custom branded websites
- Show description
- Trailer scripting and video editing
- Promotional social posts and graphics
- SEO optimization and content strategy

## PODCASTS WE'VE WORKED WITH:



# BOOK WRITING AND LAUNCHES

If you're ready to write your novel or publish a nonfiction book to establish your expertise and create more opportunities to establish yourself as a thought leader in your industry, we have a variety of offerings to help position you to reach best-seller status.

## COACHING

*Starting at \$500*

- One-on-one coaching calls
- Google doc review and feedback
- Voxer support between sessions

## PRODUCTION

*Starting at \$950*

- Print and ebook layout
- Cover design
- Manuscript editing
- Illustrations

## LAUNCHES

*Starting at \$1,250*

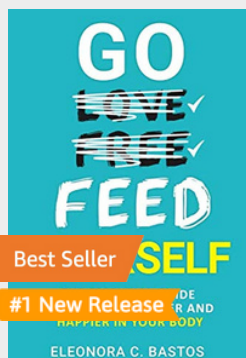
- Amazon categorization (positioning to hit Best Seller or No. 1 New Release)
- Launch marketing strategy
- Basic and custom branded websites

## AUDIOBOOKS

*Starting at \$1,750*

- Voiceover and audio editing
- Audio editing

## RECENTLY PUBLISHED BOOKS:





# REFERRAL REWARDS

You're invited to become a Choose Your Calling referral partner! We appreciate any and all connections to your friends, family, clients, customers, and community because we love you—and we'd be honored to support the callings of those in your world.

## SERVICES

*Earn a 10% commission on all services.*

Any of our agency services (as well as our one-on-one and group mentorship opportunities) are included in this commission tier. Whether you want to hand people over to us or refer our services as a compliment to your work with clients, we'll treat each and every referral with care and send you compensation as a thank you for helping us reach more people.

*\*Commission applies to the first contract for new referrals only. Additional contracts and projects afterward will not earn any commission.*

## PROGRAMS

*Earn a 30% commission on all programs.*

This includes online programs and printed workbooks which cover everything from healing after trauma to uncovering who you are and your unique calling to building a life and business, launching a podcast, or publishing a book around it. Our proven processes are a wonderful supplement to the services listed but also stand alone as powerful DIY support.

*\*Commission applies to all program purchases from referrals over the lifetime of each offer.*

*Commissions can be paid to you directly, banked for future work with us, or gifted to your referral as a discount. We're also available for white-label services with your agency. There's no commission for white-label services, however you're able to mark up our costs as you see fit.*

## CURRENTLY OFFERED PROGRAMS:

