

THE ELITE SERVICE HUB

ELITE CONTRACTOR GROWTH PARTNERS



BRAND ASSETS & MEDIA INTAKE

Curate the logos, voice, and proof points that help our sales team present
your trade with authority and clarity.



BRAND IDENTITY SNAPSHOT

Color, typography, and tone cues to keep all creative aligned.

BRAND TAGLINE / PROMISE

VOICE & TONE KEYWORDS

COLOR PALETTE / HEX CODES

PREFERRED TYPOGRAPHY / FONTS

BRAND STORY HIGHLIGHTS



LOGO & GRAPHIC ASSETS

Document file types delivered and note any redraw requests.

- ☐ VECTOR LOGO PROVIDED (AI / EPS / SVG)
- ☐ TRANSPARENT PNG LOGO PROVIDED
- ☐ SECONDARY / STACKED LOGO PROVIDED
- ☐ BRAND ICON / MARK PROVIDED
- ☐ REQUESTS LOGO REFRESH
- ☐ NEEDS FULL BRAND KIT BUILD-OUT
- ☐ EMAIL OR UPLOAD ALL JOB PHOTOS TO THE SHARED ESH DRIVE
- ☐ CHECK WHEN COMPLETE

LOGO NOTES & UPLOAD LINKS



PORTFOLIO & PROJECT IMAGERY

Collect media for before/after sliders, galleries, ads, and thumbnails.

- ☐ 20+ BEFORE/AFTER PHOTOS DELIVERED (LABELED)
- ☐ 10 HERO SHOTS DELIVERED
- ☐ CREW / OWNER LIFESTYLE PHOTOS DELIVERED
- ☐ JOBSITE / PROCESS SHOTS DELIVERED
- ☐ VIDEO ASSETS AVAILABLE
- ☐ REQUIRES PROFESSIONAL PHOTOGRAPHY SESSION

IMAGE & VIDEO LINKS



TESTIMONIALS & SOCIAL PROOF

Gather reviews and stories we can deploy in ads and copy.

SOURCE	CLIENT NAME (OPTIONAL)	PROJECT TYPE	KEY QUOTE / OUTCOME	MEDIA

CASE STUDY CANDIDATES



DIGITAL PRESENCE AUDIT

Note existing URLs, access needs, and cleanup requirements.

EXISTING WEBSITE / LANDING PAGES

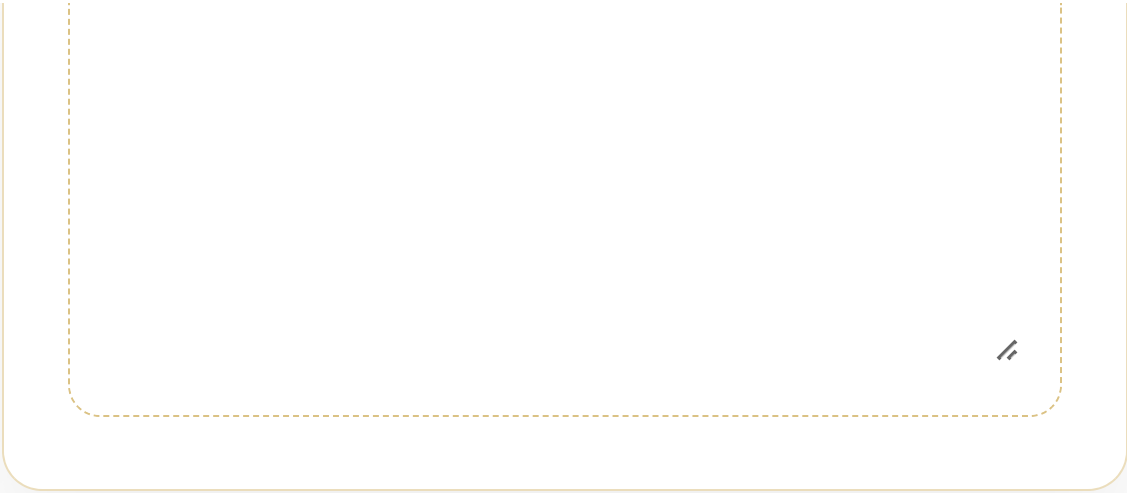
KEY SOCIAL LINKS

GOOGLE BUSINESS PROFILE URL

REVIEW PLATFORMS TO SHOWCASE

- ☐ NEEDS NEW BUSINESS EMAIL (GMAIL / DOMAIN)
- ☐ NEEDS DEDICATED CALL TRACKING NUMBER
- ☐ REQUIRES SOCIAL PROFILE CLEANUP / RELAUNCH
- ☐ HAS PRIOR ADS WE CAN RECYCLE

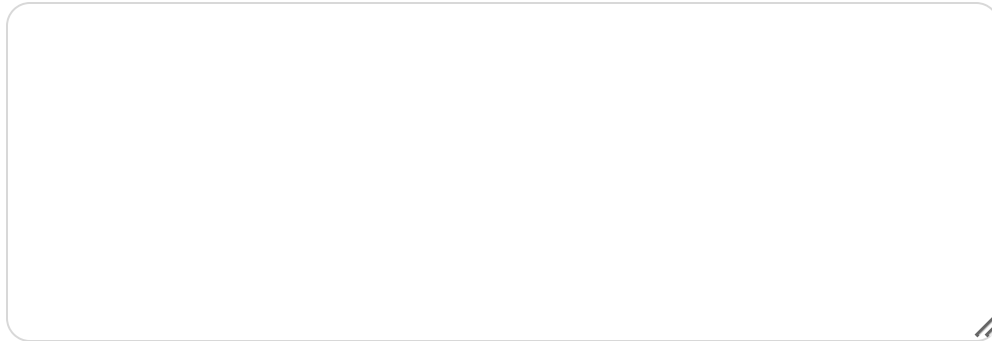
AUDIT NOTES & ACTION ITEMS



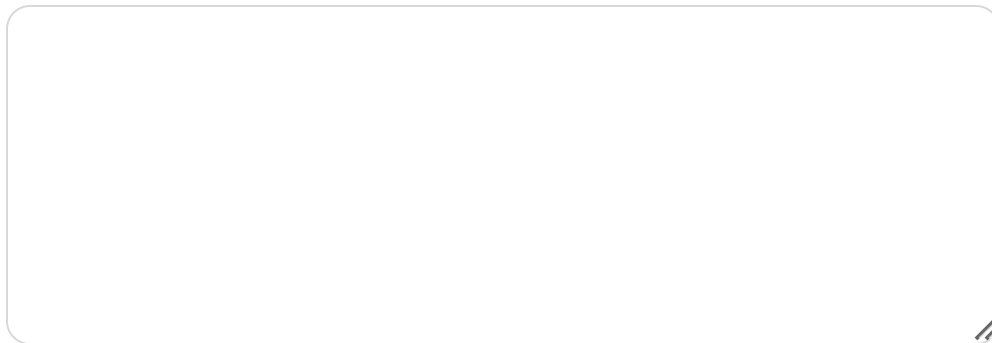
MESSAGING PILLARS & OFFERS

Clarify what makes the contractor elite and which offers convert.

UNIQUE DIFFERENTIATORS



SIGNATURE OFFERS / PROGRAMS



OBJECTIONS & PROOF POINTS



FILE TRANSFER & OWNERSHIP

Track delivery status and storage destinations.

ASSET TYPE	DELIVERED? (Y/N)	STORAGE LOCATION / LINK	NOTES
Logos			
Photography			
Videos			
Testimonials / Reviews			
Contracts / Proposals			

FINAL HANDOFF NOTES



ASSETS SECURED → PROCEED TO DIGITAL LAUNCH CHECKLIST

