

iMessage
Wed, Oct 22 at 6:33 PM

Hey Frederick, this is Simon. Sent over the proposal by email but feel free to text, I'm also more responsive here

Hi Simon. Just received it. Will review and get it back to you by eod tomorrow if everything looks good. Thanks for the follow up.

Thu, Oct 23 at 8:19 PM

Hi Simon. I had our production day today and then went right into my wife's birthday celebration. I will get things turned around tomorrow. Just wanted to keep you in the loop.

Thanks for the update, no worries though, I've got several other projects on the go, do things on your own time and I'll fit you in once I've got the initial assets, shouldn't take me more than 24-36 hours to get an initial version !

Family first

Fri, Oct 24 at 3:49 PM

Hey, ignore the contract auto-reminder. Let me know if you're good for the website - I've got a hole in my schedule on Wed-Thu I can build and publish tour build :)

Mon, Oct 27 at 3:46 PM

Hi. I just paid the 50% deposit. Didn't get a receipt tho.

Yeah, I made that step manual after some consideration given my average contract size !

All right, as soon as I have the elements I'll get started - Once I've got v1 up, we'll be able to do a big round of changes in a call together. It'll take me ~48hrs once I have the material, so Ideally we have this live on Friday



I have a pile of client work today and tomorrow. Was planning on getting the materials to you by end

planning on getting the materials to you by end
Wednesday. I don't mind if it takes until next week.

Sounds good, I'll still have v1 over to you by Friday
though, gives you the weekend to review and we can have
a call on Monday to finalise.

Awesome. Thanks.

Wed, Oct 29 at 4:48 PM

Hi Simon. I just got slammed with client work - we have to
record additional last minute pod episodes this week that
were not on the schedule. Realistically I'm not going to be
able to get the assets over until this weekend. My
apologies.

Such is life ! As soon as you send them I'll get started, I'll
get the framework out of the way and so I can plug in your
copy

Thanks for keeping me updated though, very appreciated

Hope things are going well on your end.

Yesterday 10:38 AM

Hey Frederick, no rush at all, do things at your pace, but
let me know as soon as you've had a chance to complete
the first pass of copy ! Looking forward to reading it. Just
keeping this top of mind 😊

Yesterday 12:23 PM

Hi Simon, I tried to book a headshot with a guy in my
network but we couldn't make it happen until next week,
so I took a selfie and used an AI last night to generate
one. Copy is done, logos are done, headshot AI is now
done. I'm just tracking down a logo version. Will email it
all over by lunch my time. Sorry for the delay.

No need to apologize, just doing my job following up, great to hear, happy to make modifications to the headshot if necessary 😊 Will wait for your email in that case !

Sent



Logo_Black_Studios_Black.ai

Image · 28.7 MB

My logo wouldn't send via email for some f'ed up reason.

Yeah, too big of a file. Great for it to be a .ai, I can extract the svg from it.

I'm not sure about the headshot but I can change it - they gave me like 20 versions lol

It's received, and notes for the section instead of a page. Glad you've mentioned it. From my experience 80% of visitors only visit the home page anyways, so key is to focus there.

Yeaahh, headshot is a tad serious, but it'll certainly work for a more black and white focus theme with a tiny splash of colour. I might jazz it up with a hover effect.

I want this to be a basic foundation - I can add to it as I go

Understood, will make sure it acts as a conversion tool in your sale process for sure. Legitimacy and conversion while staying clear and direct.

Thats what my mother said when I surprised her with the picture.

Haha

Mothers know best

Wife was like...ooooo 😊

Ahahahaha, no surprise there 🤔

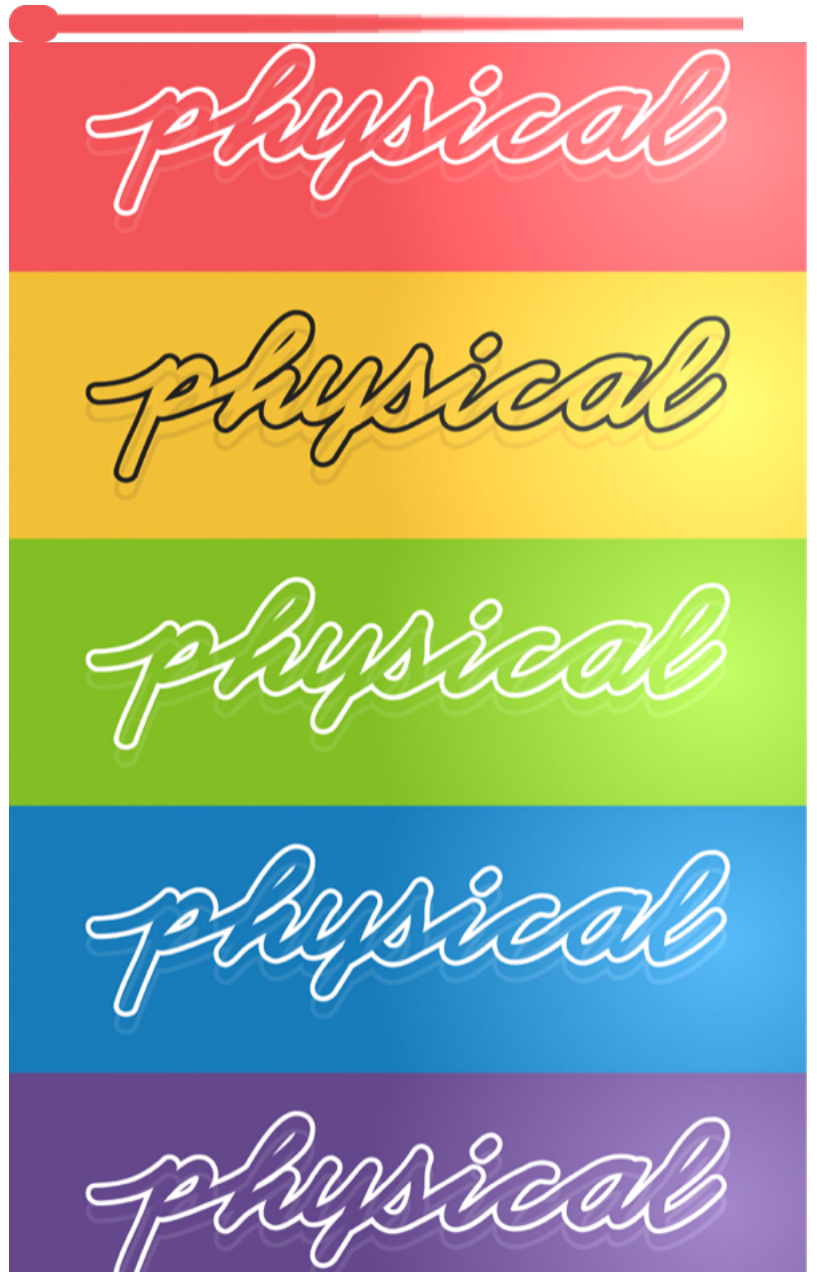
I think a clean B&W style is the right call

The logo was initially intended for fitness production focus - but its what I have at the moment.

I have a small text section thats more about me - will send it today.

A-ok, I like the logo. It's got some character, even if the visual hierarchy is a bit off. If you're ok with it, I might make some minor edits while keeping the feeling the same.

100%



It's got charm with colour though

I'll find the right balance

Expect to hear back by Friday for sure 😊



More creative director vibe

Totally, prefer this shot.



Logo_Cream_Studios_Blue.ai

Image · 28.7 MB



Logo_Blue_Studios_Blue.ai

Image · 28.7 MB



Logo_Cream_Studios_Red.ai

Image · 28.7 MB

Funny that I chose a similar palette.



Logo_Black_Studios_Blue.ai

Image · 28.7 MB

Gives you some options.

I'm a minimalist kind of guy. I wear black a lot.

Yeah, I know that the website will tend towards a Japanese minimalism with small accents of colours. Feels right.

Delivered

I like it

Frederick Light leads the creative team behind **PhysicalTV Studios**, a creative intelligence company shaping the next generation of media ecosystems across fitness, wellness, and medical storytelling.

With two decades in the creator economy, he has built communities that bridged health, wellness, and pop culture across global platforms. His productions have generated billions of views, millions in ad spend, and tens of millions in product revenue - bridging creativity and commerce.

His work explores how ideas move through people and platforms, from attention to impact.

Final text section

 Frederick has notifications silenced