



maverick

THE PITCH BOOK



CONTENTS

Click/Tap to be taken directly to each section.

Click/Tap the logo on the top or the bottom of any page to return here.

INTRODUCTION

BUSINESSES I'VE WORKED WITH

CASE STUDY #1

CASE STUDY #2

CASE STUDY #3

WORK SAMPLES





become a maverick

maverick [*mav-er-ik, mav-rik*] *noun*
a lone dissenter, as an individual who takes an independent stand apart from his or her associates. a person pursuing rebellious, even potentially disruptive, policies or ideas.





Hey, I'm Tahe!



In case you made it this far without personally knowing me or reading my about me page, **it's pronounced Tay, like half of Taylor.**

Some think it's funny I go through such lengths to help others say my name, but when you've been me for your entire life and **spend the first 27 seconds of every greeting explaining how to say your name,** *you'd get it.*

But enough about my childhood trauma and my parents setting me up for a lifetime of awkward greetings...

I want to be someone who believes in your dream.

And I don't just mean your brand; **I want to believe in the dream behind your business.** Because let's be honest; *we all have a dream behind our business.*

The desire for more flexibility to travel. The sense of freedom and empowerment that comes from being your own boss. To be more available and present with your family. To increase your net worth and retire early. **To answer the question, "Do I have what it takes?"**

You took a risk, and I like betting on the risky ones.





“Tahe’s a marketing jack-of-all-trades. He’s increased our social media reach exponentially, written thousands of words worth of content, created a high-performing newsletter, successfully launched a product for us...If you’re looking to grow, he’s your guy!”

Dr. Andy Yarborough

The Well Clinic





MY WORK

BUSINESSES I'VE WORKED WITH





**"Maverick Culture has
been a great
investment for me and
my business.
Knowledgeable,
trustworthy, and, most
of all, easy to work
with. I would highly
recommend."**

Adam Braud

Adam Braud Fitness





MY WORK

BUSINESSES I'VE WORKED WITH



EXCOLO AESTHETICS





"Tahe has a true gift for this. No matter the project, Tahe is able to take the vision and create something so eloquent and intentional. One meeting with him and you will know he's the one to work on your project!"

Taylor Coleman

Mood CRTV





MY WORK: CASE STUDY #1

A client of mine is a Medical Spa.

They were spending thousands on Facebook ads with 0 results, their website was generating 0 leads, and they were even scammed out \$4,000 from a fake agency.

Within 3 days of bringing me on, the owner told me, **“I need to generate \$9,000 in sales in 10 days, or I won’t be able to make payroll.”**

I figured out their primary revenue service and the demographics of their highest-paying customers and **developed a complete marketing strategy within days.**

I leveraged social media, email marketing, cold calling, a landing page on their website, and Facebook ads.

With a Facebook ad spend of only \$125, where previously they would put thousands behind one ad, we generated over \$15,000 in revenue.

The website was finally generating leads, and they were able to make payroll.





MY WORK: CASE STUDY #2

One of my clients is a medical professional and public speaker.

His schedule was strapped, but he knew it was time to expand.

His social media platforms were dead, he had thousands of email addresses but wasn't using them. He had a blog but no recent posts. The lead magnet on his website was broken. He wanted to write a book but didn't have time to write it. He needed a website created for one of his platforms.

I developed a strategy to get these pieces active and work cohesively for growth.

Within a year, he went from reaching a few dozen people on Facebook to reaching 3,192 people, his Instagram grew from 144 followers to 34.5k, with several reels receiving 100k-900k views (all organic), and blogs were going up nearly every week.

Emails were being sent with open rates as high as 74.8% with a 17.0% **click rate**; the lead magnet on the site was fixed, and I ghostwrote his book for him, wrote the copy for the website he needed to be created, project managed the development of it, launched the website with 1075 **hits** in 2 weeks and the conversion rate for the book being 5.86%.

We also launched a course that generated \$30k in 3 months.





MY WORK: CASE STUDY #3

A client of mine is a fitness professional.

He's been a successful personal trainer for hundreds of people but was ready to expand his brand with the launch of his website, growing his social media, releasing a training app, and creating a fitness course.

I helped him consolidate his efforts, create a strategy for ongoing growth, and position him better in his industry.

I rewrote the copy for his website, helped him build an email list of over 600 contacts, rewrote the content for his fitness course, rebranded his social media platforms, and helped launch his app.

His email list has seen open rates as high as 65.6%, within weeks, he had 67 people going through his fitness course, we launched his app with a conversion rate of 5.21%, and within a week of implementing a social media strategy, his Instagram reach increased by 39.6%, and his Facebook reach by 334%.

While working together, his Instagram has grown from 2,000 followers to over 25k followers. We've launched a podcast and YouTube channel. He's recorded with a Top 3 podcast in his niche and landed one of his dream clients, causing him to expand and hire more workers.





"Man, working with Tahe is an experience that has marked my business significantly. He has a way of giving language to your passions and placing wheels on your dreams, allowing you to get started doing the things that matter the most with clarity and purpose."

Josh Martin

Artist and Communicator





MY WORK: EMAIL

Email marketing is one of the most cost-effective forms of marketing.

The standard benchmarks you're looking to perform at are roughly a 19-21% open rate and a 2% click rate.

These statistics are from email lists I manage.

I organized their email lists, imported them, created a lead generator to add more emails, and wrote or edited the content to drive engagement.

I get my clients opens and clicks and help them build their lists.

74.3%

Opens

16.7%

Clicks

46.4%

Opens

2.3%

Clicks

28.4%

Opens

4.1%

Clicks

65.4%

Opens

2.8%

Clicks

22.0%

Opens

3.1%

Clicks





MY WORK: SOCIAL MEDIA

I've worked with social media accounts of over 30,000 and less than 200 followers.

With every account I've worked with, we've seen increased growth, reach, and engagement.

And these stats are **all organic**.

For one of the graphics below, I was creating content for an account that started at less than **200 followers**, grew it to over **34,000** in a year, and was posting reels that were consistently getting over **100k**, **300k**, and one reel, nearly **900k** views.

For another account, I created a content piece that was shared by an account with over **1,000,000 followers** in their industry, which led to a surge in followers and reach.

Impressions

vs Jul 21 - Oct 18

204,926

+89.6%

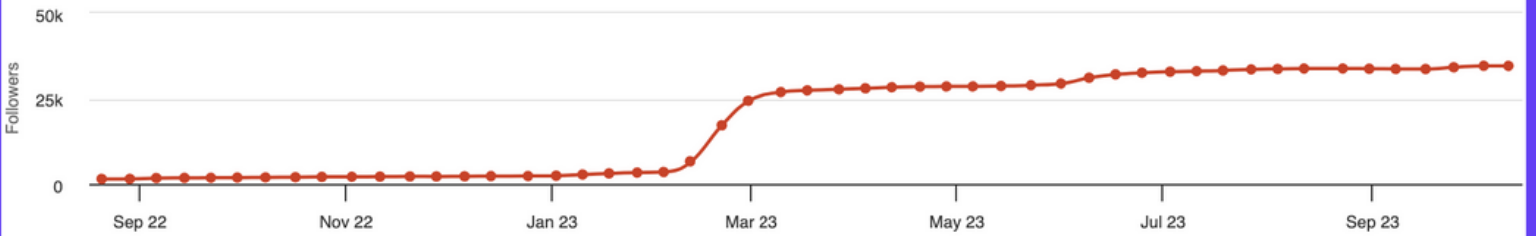




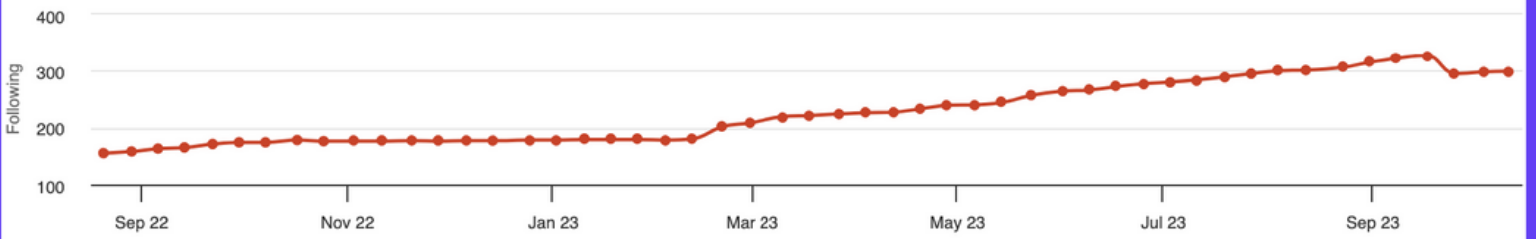
MY WORK: SOCIAL MEDIA

TOTAL FOLLOWERS, FOLLOWING, & MEDIA GAINED FOR MYWELLCO.LIFE (WEEKLY)

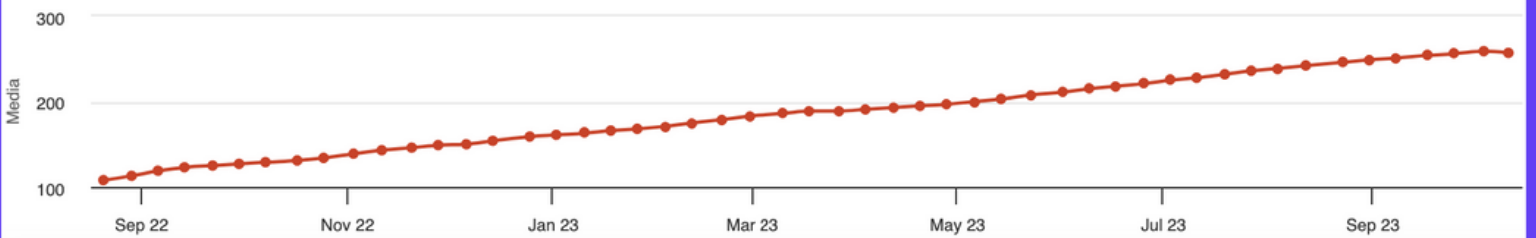
Total Followers for 'Dr. Andy Yarborough | Licensed Clinical Psychologi' (Weekly)

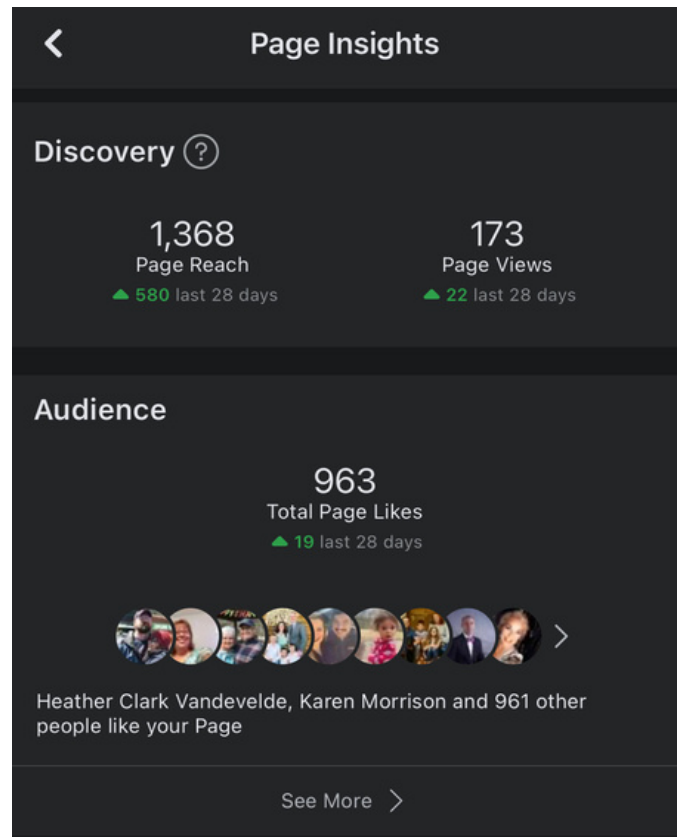
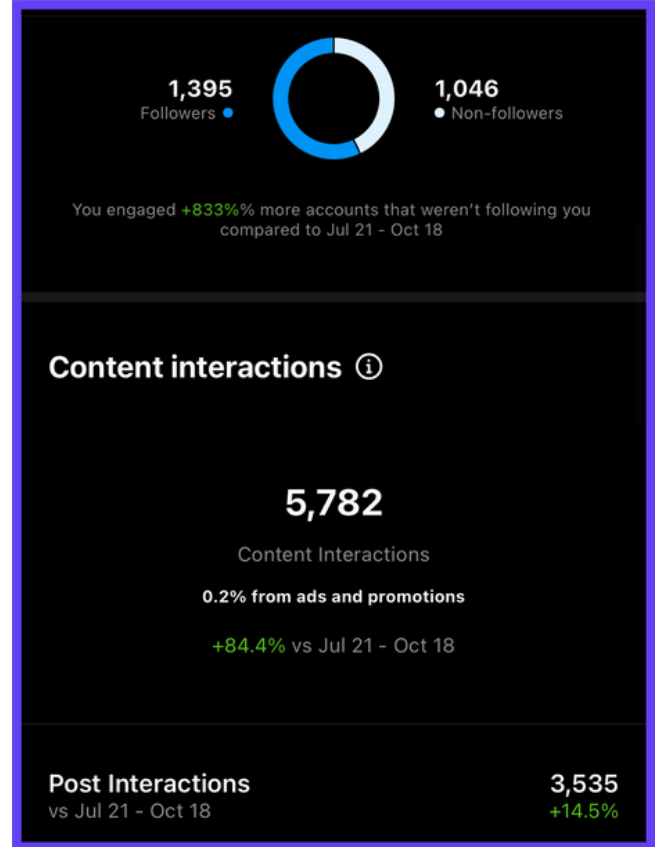
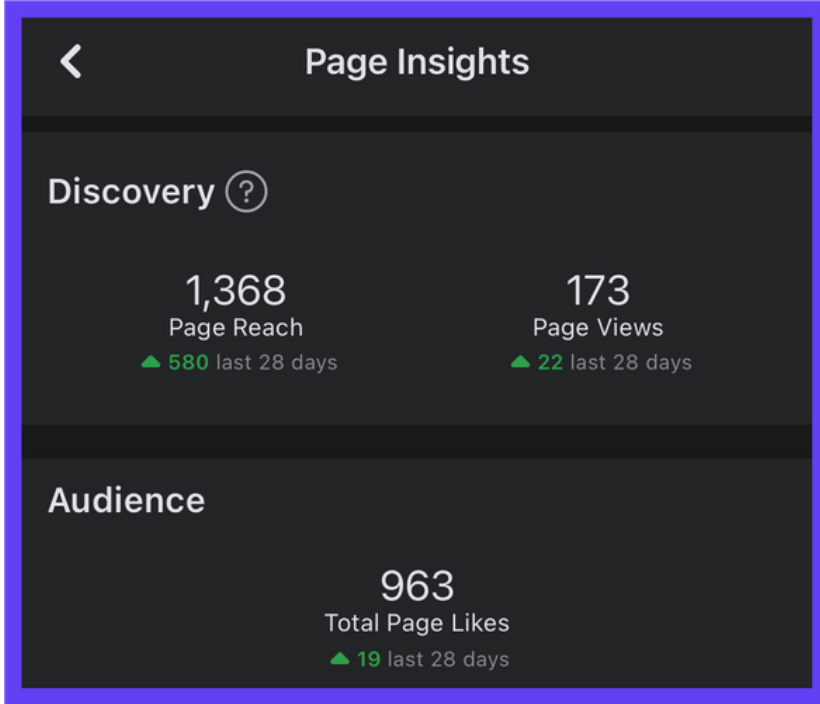


Total Following for 'Dr. Andy Yarborough | Licensed Clinical Psychologi' (Weekly)



Total Media for 'Dr. Andy Yarborough | Licensed Clinical Psychologi' (Weekly)







2,441
Accounts engaged
+162% vs Jul 21 - Oct 18

39,899
Accounts reached
0.8% from ads and promotions
+349% vs Jul 21 - Oct 18

Followers and non-followers

Based on reach

Category	Count
Followers	5,516
Non-followers	34.3K

You reached +766% more accounts that weren't following you compared to Jul 21 - Oct 18.





Insights ⓘ

Last 7 Days ▾ Aug 29 - Sep 4

Insights Overview

You reached **+39.6%** more accounts compared to
Aug 22 - Aug 28

Accounts reached	16K	+39.6%	>
Accounts engaged	479	+45.1%	>
Total followers	1,735	+2.2%	>

Post Reach ⓘ August 24 - August 30 679 People Reached ▲350% 	Story Reach ⓘ August 24 - August 30 Get Story Insights See stats on how your Page's recent stories have performed. Learn more	Recommendations ⓘ August 24 - August 30 We have insufficient data to show for the selected time period.
Post Engagement ⓘ August 24 - August 30 342 Post engagement ▲4786%	Responsiveness ⓘ As of August 29, 2022 70% Response Rate ▲0%	Videos ⓘ August 24 - August 30 188 3-Second Video Views ▲269%



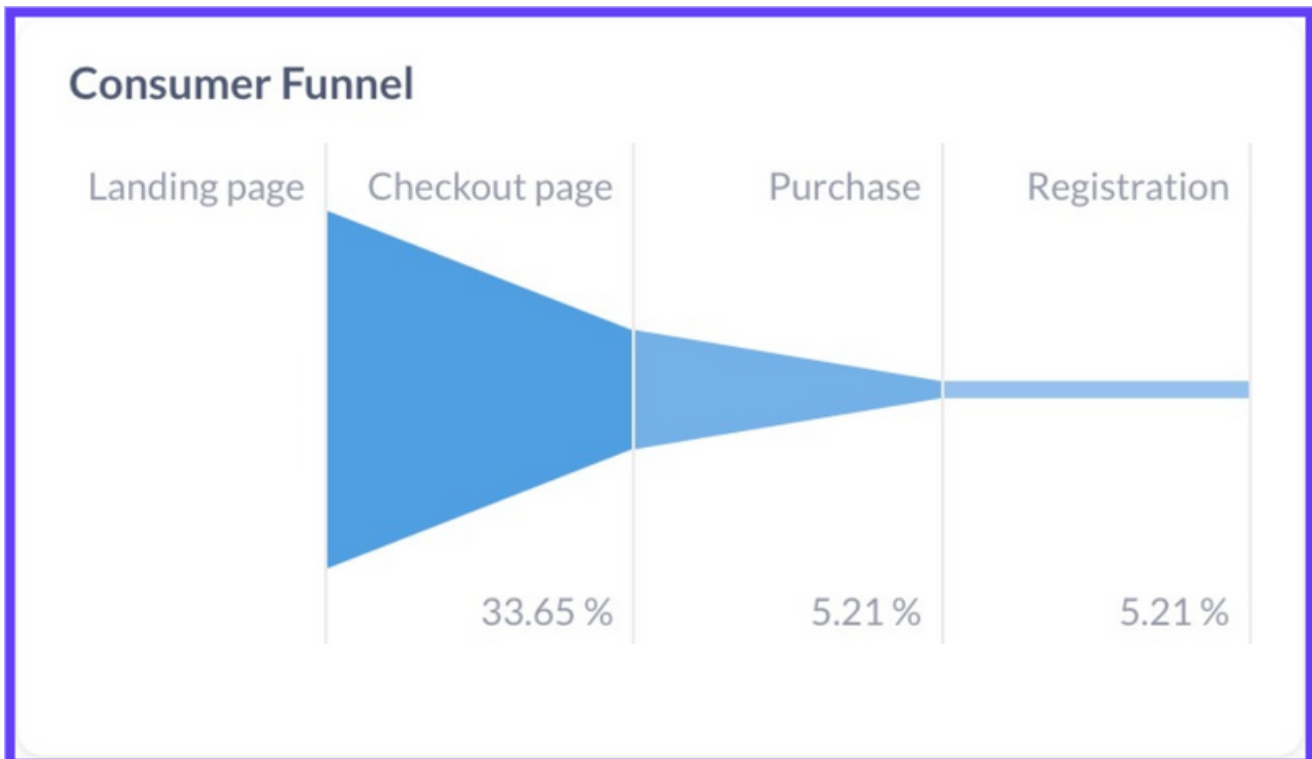


MY WORK: CONVERSION

The standard conversion rate you want to aim for when selling products and services online is approximately 2.5%.

I have helped clients convert at more than double that and even helped a client increase the value of their product over **20x** - from a value of \$0.00025 to **\$0.0054**

I also helped launch an e-commerce site for a client, and in 10 days, we're at **684 visitors** and **774 sessions**. On track to see well over **1,000** in the first month.



All-Time High **\$0.00540852 ?**
Mar 14, 2022 (6 months)





Conversion rate

7.24%

CONVERSION FUNNEL

Added to cart	10.98%
Reached checkout	16.54%
Sessions converted	7.24%

774

↑ 715%

Visitors	684	↑ 669%
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SESSIONS OVER TIME





“As business owners, we focus so much on executing what we do that we can struggle with explaining what we do. Tahe has a way of understanding and articulating your brand that speaks directly to your audience. After working with him, you’ll want to run all your business and marketing ideas through him.”

Tah Jah Krauss

Quaint and Whim





MY BUSINESS

I've done a lot more.

From helping clients from square one, setting up their social media, gaining followers, building websites, developing their copy for all platforms, creating lead magnets, writing blog content, setting up email manager accounts, helping list build, emailing their audience, getting great open and click rates, driving traffic to their site, converting at an above average rate, and increasing their revenue.

All of that being said...

The business I am most proud of is my brand.

Maverick Culture.

I hope this pitch deck just gave you more of a taste of what you've already experienced with my business.

Feel free to reach out if you have questions, want more info on the work I've done, or if you're ready to take the guesswork out your marketing.

[SCHEDULE A CALL](#)



