

A person is sitting at a wooden desk, working on a laptop. A glass of iced coffee with a straw is on the desk next to a notebook. The background is slightly blurred, showing a modern office or cafe setting. The text '2019 Vivid Vision' is overlaid on the image in large, bold, sans-serif font. '2019' and 'Vivid' are in a light orange color, and 'Vision' is in a light pink color. Below the main title, the text 'CONSCIOUS COPY & CO.' is displayed in a light blue rectangular box. 'CONSCIOUS' and 'CO.' are in black, and '&' is in a yellow color.

2019 Vivid Vision

CONSCIOUS
COPY & CO.

It's December 31, 2019, and hot damn the past 3 years have been filled with an enormous amount of growth and success. We have wildly surpassed our goals and are known as the "go to" copywriting and marketing agency for coaches, experts, and thought leaders in the transformation space.

Conscious Copy is a positive catalyst to our client's, their clients, and our team members to make an impact, turn their dreams into a reality, and become a change agent in the world.

We believe...

The purpose we're all here is to grow, love, and leave the world and the people we meet better than when we met them.

**People DON'T care
how much you know until
they know HOW MUCH
YOU CARE.**

Having fun and playing is just as important as getting shit done.

You can't win the masses until you learn how to win one.

That no matter how cool, fancy, and famous you are that you should be a good human being.

**EMOTION
always triumphs LOGIC**

**That we need
MORE MESSENGERS
in the world sharing the
message they know they
were MEANT to.**

Puppies are here to remind us that there is such thing as perfectly imperfect.

We are meaning making story creating machines

**SHIT HAPPENS...
just say sorry if you
REALLY Mean it.**

We are a powerhouse team that's unstoppable.

We'd be voted most awkward and most motivated in middle school.

Everything we experience is a direct reflection of who we believe we are, who we show up as, and what's going on between our own two ears.

If you want someone to understand us we must first make them feel understood.

We all are just little kids trapped in adult bodies pretending that we know what we're doing.

**We all take ourselves
way TOO SERIOUSLY...
I mean c'mon, we're
talking animals floating
around on a big ball in the
middle of nowhere.**

We all have the answers inside of us...we've had them all along, the right questions and experiences pull them out of us.

The values aka: “THE CODE”

Conscious growth

We are always growing as individuals and as a business.
“You will either step forward into growth or step back into safety”
Abraham Maslow

I don't believe what people say, I believe what people do. When words are congruent with actions we are in integrity.
“What you do speaks so loudly that I cannot hear what you say.”
Ralph Waldo Emerson

Do what you say

Lead
with love

**Business
IS Relationships**
“People Don't Care
How Much You Know
Until They Know How
Much You Care”

Take
action

Everything is
Figureoutable,
just start
“The path to success
is to take massive
determined action”
Tony Robbins

This will separate the greats from everyone else. This is the single most way we will separate ourselves from competitors.
“Arriving late is a way of saying that your own time is more valuable than the time of the person who waited for you” *Karen Joy Fowler*

Show up on time

Finish what you start

Discipline. Integrity. This is one of the simple most powerful ways that we separate ourselves from everyone else. “Finish What You Start”

We can make anything fun and enjoyable.
“Give your undivided attention to to your job of feeling good”
Abraham Hicks

Make
it fun

Bring your whole self to the game.
“Authenticity requires vulnerability, transparency, & integrity”
Janet Stephenson

Be real



The tribe

We have 10-15 happy, smart, capable, purpose-driven A players that are completely in alignment with the company culture and values working at Conscious Copy.

Our culture is based around love first and business second. Everyone appreciates each other and wants to see each other grow and succeed personally and professionally.

We practice ROWE (Results Only Work Environment). The team members are paid based on happy customers and revenue. They take full responsibility and leadership for themselves, their work, and their team.

Our team members are building the life that they want within our company with tons of opportunities for growth personally and professionally. We have quarterly 2-day retreats where we get everyone on board to create the next 90 days goals (personally and professionally).

Some people work at our beautiful Scottsdale office and others are virtually located.

They have the ability to work from wherever they chose 1/3 of the time so they can travel and live the life that they want. 10% of the time they are at work is spent on educating themselves around what they are most excited about (books, courses, events etc.)



We like people with **heart**.

HUMBLE
EFFECTIVE
ADAPTABLE
REMARKABLE
TRANSPARENT

*Yes, "heart" is a bit cheesy.
We're a bit cheesy sometimes.*



We all get shit done while having a BLAST doing it. Our team wants to work for the company more than anywhere else and we have a waiting list for people trying to apply to join our tribe.

Our team is made up of copywriters, marketing experts, account managers, assistants, sales team, developers, coaches, etc.



Our optimal environment

Our business has a beautiful office in Scottsdale, AZ. It has an open concept atmosphere and very bright and inviting. It's clean, has beautiful furniture including stand desks, balance balls, etc. for a healthy environment. There is a mini gym and meditation room for the team members to utilize and we have fitness classes in the mornings.

We have a healthy meal prep service provide all the team members the best fuel to recharge their mind and body.

In 2018 & 2019 we won one of Phoenix's best places to work and our culture, business, and team have won a number of awards in Entrepreneur.com, Inc, Forbes, and Fast Company, and Wall Street Journal.

**FAST
COMPANY**



Entrepreneur.

Forbes





Sales & Marketing

SALES

We have a PREDICTABLE REVENUE MODEL and know how much is coming in each month and each year.

Our revenue comes in from percentage deals with clients, done for you services, a marketing mastermind, courses, events, and workshops.

**The company makes over
\$10M/Year in Revenue
and is 15%+ Profitable.**



MARKETING

We are marketing and advertising through a number of different channels both paid and free. All of our marketing efforts are clearly tracked (paid ads, press, speaking, etc.)

We've become the household name for direct response marketing for the personal development and coaching/consulting world.

Our clients are our biggest fans and rave about us and how much we care about them and are our biggest advertising/ marketing source.



Business Development

We are the market leaders constantly taking the the fundamentals that work and pairing them with the latest technology and up to date trends. We are innovators setting high expectations on what marketing can do and look like in the 21st century.

We have a number of different hubs of our business.

B2B: Conscious Copy.

Copywriting (DFY, DWY, DYS) services that help our clients write powerful copy that sells, connects, and makes an impact.

Marketing Strategy (DFY, DWY, DYS) services. We will do entire launches for clients and get paid a % fee.

“Business In A Box” Method.

Educate coaches, experts from A->Z exactly how to create and market their coaching/consulting services with an online membership.

Marketing Mastermind (\$20,000 membership)

Yearly mastermind for our clients where we have quarterly workshops that teach and get them to implement. We teach them what they need to know in order to be successful with being the influencer in their niche.


B2C: Conscious Hustler

Conscious Hustler Mastermind (\$10,000 membership)

Yearly mastermind for purpose-driven entrepreneurs to get clear of all areas of their lives (personal and business). There are breakout masterminds in different areas with our certified coaches facilitating.

Conscious Hustler Event

A bi-yearly event showcasing our top clients from Conscious Copy where 1,000+ people attend. Tony meets Oprah meets Deepak feel.



We overdeliver on everything that we do. Our clients and customers are raving fans and want to be part of our tribe for life.

We take them on trips, send them gifts, and make sure that they are as successful as possible when they work with us.

Our team's goal is to make sure that our clients are happy and LOVE doing business with us!

Client Delight

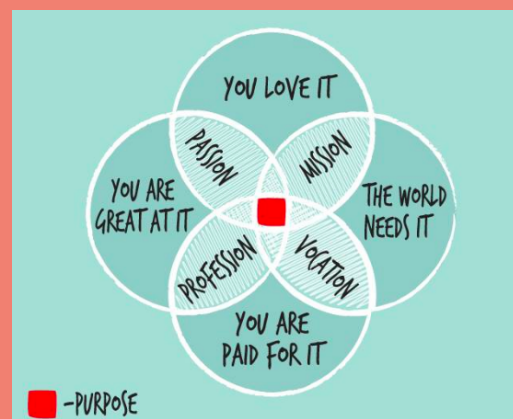
Founder Feeling

I am so passionate and excited about the direction of my company and the work that we do. I feel at peace, calm, serene, and at ease knowing that I am on the right path and am able to take time outside of work to nurture myself, my relationships, my health, and adventure. I am living in my Unique Ability 90% of the time feeling fully charged up when I'm at work.

I am known as one of the #1 thought leaders of my generation. I'm on stages, TV, video sharing how I was able to build a successful company so quickly.

I speak on marketing, growth, leadership, and the "conscious hustler" lifestyle. I have written two NYT bestselling books on marketing and personal development and my average day strategy session is \$25,000 and I do about 2/month.

I'm speaking along side people like **Joe Polish, Dean Graziosi, Sally Hogshead, Dan Sullivan, Deepak Chopra, Marie Forleo, Brendon Burchard, Tony Robbins, Peter Diamandis, Oprah, etc.**



Purposeful

My team and I know we're making a BIG difference by helping our clients and customers share their message and become the best version of themselves. Also, the company is used as a springboard to help my team members create the life that they want and they are working within their unique ability.

