



# 2021 VIVID VISION

CONSCIOUS  
COPY & CO.

# SNAPSHOT

It's December 31st, 2021... and the world is a very different place because of what Conscious Copy & Co. has created over the last 3 years.

We are a breath of fresh air in the online marketing industry. Where there were once black-hat marketers using bait-and-switch tactics to make a quick buck, there are now entrepreneurs operating from their truth and becoming wildly successful as a result.

We have changed the game of business by making truth-based marketing an industry standard.

Here's how...

## THE CONSCIOUS COPY CODE

“ It's not hard to make decisions  
when you know what your values are. ”  
ROY DISNEY

### **Authentic Transparency**

*The truth sells.* We communicate and build relationships from a place of honesty and integrity.

### **Purposeful Partnership**

*Relationships over transactions.* We have built a Unique Ability ecosystem where everyone thrives.

### **Evolved Leadership**

*Lead with head and heart.* We hold ourselves accountable and take ownership for what we each produce.

### **Compassionate Honesty**

*Strong back, open heart.* We are compassionate and respectful of others' feelings and emotions while always honoring our truth.

### **Knowledge Seekers**

*Live on the solution side of problems.* We see every situation as an opportunity to learn and grow and aren't afraid to ask questions.

### **Aligned Action**

*Positive momentum over scattered motion.* We align first, set goals second, and then take action to pave the path to the future.

### **Conscious Growth**

*Driven by purpose, fueled by passion.* We focus on what we want, why we want it, and where we're going while always maintaining excellence to get it.



# OUR TRIBE

“ A strong team can take any crazy vision and turn it into reality. ”

JOHN CARMACK

At the core of our success is our Conscious Copy & Co. family. Our team has grown to 15 members who are fully aligned with our values and vision. **Our Lean Dream Team** includes our **CEO, COO, EA, Project Manager, Coaches, Copywriters, Tech Developer, Sales Team, Video Team, and Client Delight Team.**

**Our Founder and CEO** is a visionary who leads high level strategy to uphold our vision, cultivate and nourish our team of A-players, and focus on strategic partnerships. Our **COO** works closely with the CEO to uphold high quality performance and standards across the board and to ensure daily operations run smoothly. We are a team of rockstars who feel completely in alignment with our natural abilities, fully supported, and charged up, which sets the stage for everything we create.



# CULTURE

“ Culture is simply a shared way of doing something with a passion. ”

BRIAN CHESKY

**We are catalysts for growth.** We don't cower to challenges. We embrace when breakdowns occur, because we understand that is where the most powerful breakthroughs and growth happen.

ROWE (Results Only Work Environment) is a model we use to incentivize performance and encourage an intrapreneurial environment. For example, if someone has an idea for a marketing campaign that aligns with our vision and values, we allocate the resources—time, energy, team members, and

reward to bring their idea to life. With a remote-friendly work environment, our team members have the freedom to build their dreams around their work.

**We are a family that treats our clients like family.** We help the top coaches, experts, and thought leaders master their messaging and marketing so they can become the go-to in their niche. Then they come back and train our team on their expertise, such as Fascination Marketing with Sally Hogshead, Team Building with Strategic Coach members, and Wealth Building

Planning Strategies with Garrett Gunderson. We also invite the best copywriters and Story Experts to train our copywriters so they can constantly refine their skills.

During our yearly team retreat we celebrate our wins, set intentions, and create measurable goals to plan for future growth. Performance coaches help team members take a snapshot of where they're at currently in their personal and professional lives and where they want to be so they can reverse engineer the right steps to get there. We lift each other up and evolve daily.



# CORE BUSINESS ACTIVITIES

“ Strive not to be a success, but rather to be of value.

ALBERT EINSTEIN

”

Everything we create at Conscious Copy & Co. embodies our philosophy **that the truth sells**. We help clients feel fully aligned with their marketing while getting MASSIVE results.

## AGENCY “DONE-FOR-YOU” SERVICES

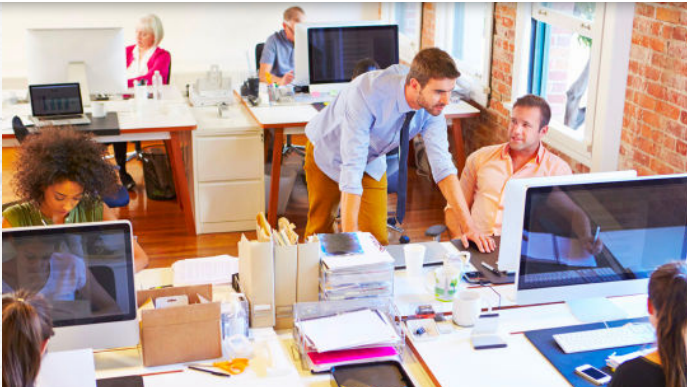
We only bring on a handful of agency clients who partner with us for 6-12+ months where we guide them through our proven process to help them develop 4 core business components: their Vision, Messaging, Model, and Marketing.

We collaborate with strategic partners, such as designers and developers, to help our clients build everything out congruently.



## COACHING “DONE-WITH-YOU” PROGRAMS

For clients who wish to take a lead role in mastering their message and marketing campaigns, we offer 6-12 month programs where we facilitate the process. We support them (and their team) in creating their strategy to build out their marketing via consulting and coaching. This includes quarterly 2-3 day in person workshops, trainings, and monthly phone calls. At the end of the program, if it's a good fit, we transition into working with them in an agency capacity.



Our **DIY intro products** give clients the opportunity to work with us in a smaller capacity so we can help them start to achieve results and guide them to our workshops. We offer information products that can be purchased online that lead into our other services.

**We are intentionally selective about who we work with.** Our client relationships are based on purposeful partnerships and built on nurturing win-win-win relationships from start to end. They come to us to learn the cutting-edge marketing strategies so they can get their message out and achieve results beyond their wildest dreams.

# FINANCIALS

“ Scalable, Self-Managing, & Self-Multiplying. ”

We hit \$3M in sales in 2019, \$5M in 2020, and \$7M this year, with a profit margin of 40+%. By leading with head and heart and making value-based decisions, we are thriving financially. Financial abundance provides us with the resources to invest back into our business, team, clients, and the community.

# SALES & MARKETING

“ The truth sells. ”

**We LOVE our clients & go above and beyond to take care of them.**

We have documented Bonding and Stick Strategies and follow automated processes for recurring clients. Our client delight experience has focused touch points to make clients feel special and keep them wanting to work with us forever. They are so thrilled with our care that they become our “Connectors,” making word of mouth and referrals our largest revenue source. As trailblazers who pave the path for our clients, we

teach them these bonding and stick strategies so they can leverage them in their own businesses.

**We are leaders in education-based marketing because we understand our clients better than they understand themselves.** By creating clear and effective campaigns, hot, warm, and cold leads flow naturally through our funnel where they're guided to the best products and services for them. This brings in passive revenue and attracts our dream clients.

We have a ninja sales team highly trained to enroll clients into the products and programs that are the best fit for them. They are aligned with our values and come from a place of wanting to help and serve.

Our \$3-5K+ entry level workshops are one of our most effective marketing pieces for higher-end products and services. Clients get the opportunity to be immersed in our world. They love working with us so much, that they often end up working with us long term.

## MEDIA & AWARDS

“ I never dreamed about success,  
I worked for it. ”  
**ESTEE LAUDER**

**Our message is spreading like wildfire.** We are the best at what we do because we offer clients what they desire most and we deliver the unspoken. We have positioned ourselves as THE truth-based marketing agency and training company for experts, coaches, and thought leaders in the online space.

We are featured in Forbes, Entrepreneur, and Inc. 500 as one of the Fastest Growing Companies. We are invited to speak about our unique growth, culture, and proven processes at big events like Funnel Hacking, T&C, Genius Network Annual Event, Fast Company, and The Wall Street Journal.

**FAST** **Inc.**  
**COMPANY** **500**

**THE WALL STREET JOURNAL.**

 **FunnelHacking** *Live*

**Entrepreneur**

**Forbes** **GENIUS**  
**NETWORK.**



# HEADQUARTERS

“ If the optimal work environment doesn't exist, create it. ”  
**JENNIFER RACHAEL HUDYE**

Our headquarters sits seaside in beautiful San Diego, CA. The office is spacious, bright, and modern yet comfortable. Our open-floor concept is multifunctional and transforms into a conference space where we host up to 50 clients for workshops. We also have 3 quiet offices for calls.

We bring in personal trainers and yoga instructors to align our mind, body, and spirit before diving into work. Delicious healthy food, bulletproof coffee, tonics, tea, and juices keep us constantly nourished and fueled.

At 9am we have our weekly huddle in our conference room, overlooking the ocean. Our Conscious Copy & Co. Vivid Vision hangs in a large frame on the wall, surrounded by our individual vision boards and motivational quotes—daily reminders of why we're here and what we're striving toward. We have a massive video screen to connect with virtual team members tuning in from around the world. We



share our positive focuses, check-in on projects, and share a motivational quote to get us juiced up. Then, we break up and dive into project work.

Clients fly in to attend workshops. When they walk in the door, they feel like they're home. The room buzzes with energy. They look around and see familiar faces—the top entrepreneurs in the online marketing space, and our team, which has become a second family to them. They walk into a new world of possibility, a safe space where they feel fully supported and ready to create massive results. Once a year we host elite client events in places like Hawaii, Bali, Spain, and Croatia where we blend business and pleasure for a transformational experience of alignment, goal setting, and fun.

## GIVING BACK

“ Life gives to the giver... and takes from the taker. ”  
**JOE POLISH**

At Conscious Copy & Co. we have a giving back component baked into our business model. We give back 2+% of our net profits to non profits that align with our message and dedicate a percentage of our time to help organizations craft their marketing and messaging so they can drastically increase their impact.

We support Genius Recovery's initiative to help change the global conversation around addiction. We empower youth by supporting Build.org to help kids cultivate entrepreneurial spirits. Our team participates in yearly volunteer service trips to places like Mexico and Bali to build houses. We also create a unique opportunity to pay it forward further by encouraging and showing our clients how to bake in a giving back component into their business model.

## FOUNDER FEELING

“The ones who are crazy enough to think they can change the world, are the ones that do.”

STEVE JOBS

What I do is what I believe and what I believe is that the ultimate freedom is when we are truthful to ourselves.

The ultimate entrepreneurial freedom is when we can communicate our truth through our business. The way we do that is through our messaging and marketing. When we do, we naturally attract our ideal customers, team, and partners who are all in alignment with our vision.

Every morning, I wake up experiencing true freedom—knowing I’m giving back from my Unique Ability, the thing only I can give in this world, and empowering others with the message I’m here to share.

My greatest mentors of all time are Dan Sullivan, Joe Polish, Rich Christiansen, Garrett Gunderson, and JJ Virgin. I surround myself with the best, most congruent people I know and focus my time and energy on strategic, high-level planning, visioning, and upholding culture.

When we discover our truth and live and work in alignment with that truth, we can create an infinite ripple effect that empowers the masses and transforms the world.

Thank you for joining me on this incredible, expansive journey.

This is only the beginning.

To true freedom,

**JENNIFER RACHAEL HUDYE**

