

Julia Lilly

Digital Campaigns Deck



Proposal for marketing and event campaign.

DALLAS PETS ALIVE



DALLAS PETS ALIVE



A man with a beard, wearing a white t-shirt with "VOLUNTEER" printed on it and blue jeans, is crouching and holding a small pug dog. The pug is looking up at the camera with its mouth open.

SAY
Yes!
TO VOLUNTEERING

Dallas
pets alive!
dallaspetsalive.org



A black cat with yellow eyes is sitting and looking directly at the camera.

SAY
Yes!
TO RAVEN

RAVEN:
1 YO
FEMALE
GREAT WITH KIDS
CURRENT ON VACCINES
SPAYED
MICROCHIPPED

Dallas
pets alive!
dallaspetsalive.org/adopt



EXIT FACTOR

Ongoing work on e-newsletter design and copy, social media campaigns, and technical writing: user guides, knowledge base, and sales sheets. Additional work was done for Exit Factor designing and writing sales automation emails.

All efforts were meant to build the company for sale, which we accomplished in less than three years.

EXIT FACTOR - ENEWSLETTER

Upcoming Events

Guest Speakers



MAY 3, 1PM CT (ADD TO CALENDAR)
JOHN WAHL, SENIOR VICE PRESIDENT, LIVE OAK BANK
UNDERSTANDING SBA BASICS AND HOW TO QUALIFY



JUN 7, 1PM CT (ADD TO CALENDAR)
DAFNE TSAKIRIS, FOUNDER AND CEO OF LAUNCH POINT
HOW TO GET TO THE ROOT CAUSE OF OPERATIONAL BOTTLENECKS



JULY 18, 1PM CT (ADD TO CALENDAR)
JOHN COVEYOU, CEO AND FOUNDER, SIMPLE FINANCIALS
ORGANIZING YOUR BUSINESS FINANCIALS

Affiliate Training



MAY 10, 1PM CT (CHECK YOUR AFFILIATE PORTAL)
THIS MONTH OUR AFFILIATE TRAINING WILL BE A RECORDED VIDEO
UPDATE POSTED ON THIS DATE AND TIME AS WE WILL BE AT THE
TRANSWORLD BUSINESS ADVISORS' CONFERENCE. SEE YOU THERE!

Exit Factor PR



MAY, 2023 (READ ARTICLE HERE)
ANDY CAGETTA GIVES EXIT FACTOR PRESIDENT AND FOUNDER
JESSICA FIALKOVICH A SIGNIFICANT SHOUT-OUT IN HIS LATEST ARTICLE
FOR **SIMPLY THE BEST MAGAZINE**. DON'T MISS IT! THEN, SHARE IT!

May Sales Update

Leaderboard

- 1 John Fullerton, NE
- 2 Philip Webb, AL
- 3 Sheila Hansen, TN
- 4 Taylor Bombardiere, CO
- 5 Linda Broom, TX



Success Story

Featuring to our
Affiliate, John Fullerton,
TBA Omaha South!

John Fullerton with Transworld Business Advisors of Omaha South referred a real estate office owner who opened his first business in the restaurant industry. The new restaurateur was not familiar with the industry or the true value of the business. Exit Factor's Exit Assessment Program provided him the knowledge needed to help him decide whether to sell the business for a profit or to continue to operate and scale.

Read more about Exit Factor's Exit Assessment and proprietary methodology here: [EF Business Valuations and Exit Assessments](#)

FEATURED RESOURCE

Exit Factor's New Free Live Webinar

Exit Factor is hosting a new free live webinar for your clients!

Getting the Most for Selling Your Business

Date: May 16, 2023

Time: 2pm ET (1pm CT, 12pm MT, 11am PT)

Your clients want a company that runs on its own, produces maximum profit, and is desirable for sale. Exit Factor makes this possible. In this webinar, they will learn:

- How to increase efficiency and make their company less reliant on them.
- How to increase profitability.
- How to make their company desirable for sale today or in the future for maximum value.

Registration Link



WHY EXIT FACTOR?

Top News

Exit Factor is coming to [Transworld Business Advisors' Conference](#) on May 18-19, 2023 at Renaissance Orlando at Seaworld. Please stop by our booth to visit with Jessica Fialkovich, President and Michael Miller, Director of Member Services!

Exit Factor has added new Partners who help our clients increase the value of their business and the likelihood they are sold. Our partners are the best of the best in their industry and enhance our value acceleration services.



Testimonial

You cannot successfully sell a company without knowledge and discipline. Jessica with Exit Factor makes it awesomely simple!

-John Spence, Award-winning CEO, Author of Awesomely Simple.



EXIT FACTOR – SOCIAL SALES



**IS YOUR BUSINESS
SELLABLE?**

**TAKE OUR FREE
SELLABILITY QUIZ
TO FIND OUT**

FREE QUIZ


exitfactor.com

ONLY \$799

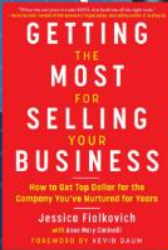

EXIT FACTOR

**SELL YOUR
BUSINESS**

- Proprietary program designed to prep your business for sale.
- Access to top experts in the industry
- Increase competition amongst buyers
- Get maximum value for your business

SIGN UP NOW

Sign up this month and
get a **FREE SIGNED** copy
of our book!




exitfactor.com

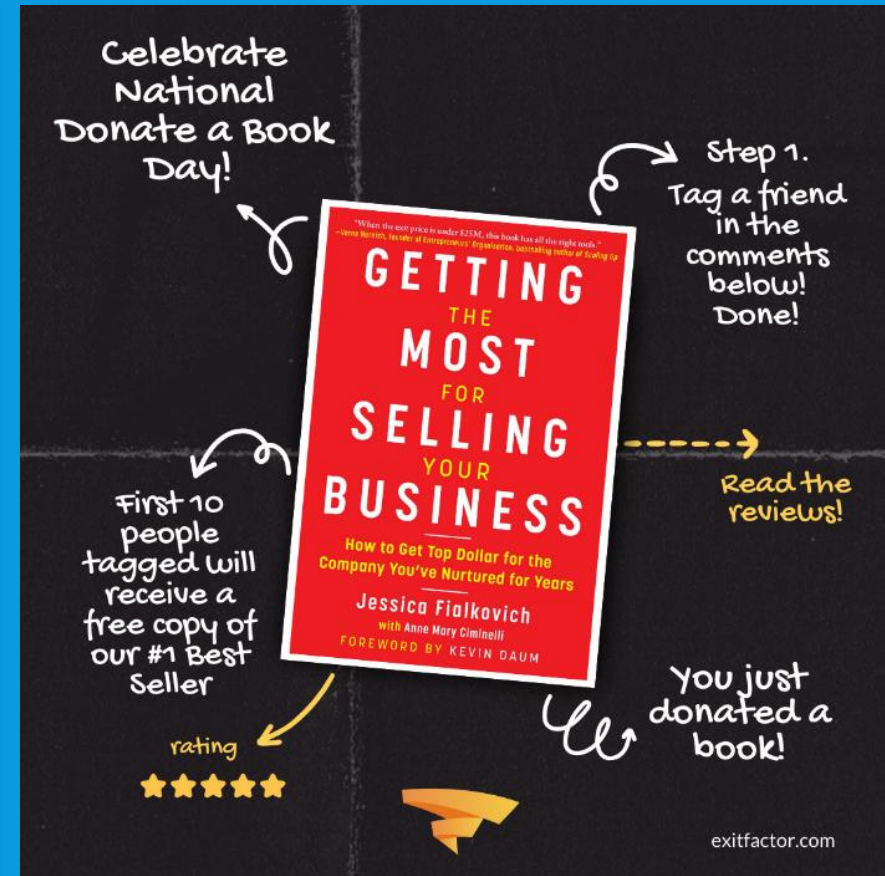
EXIT FACTOR – SOCIAL SALES



**BUILD
A BUSINESS
THAT IS BOTH
VALUABLE
AND
SELLABLE.**

WATCH OUR FREE VIDEO

EXITFACTOR.COM



Celebrate National Donate a Book Day!

Step 1. Tag a friend in the comments below! Done!

Read the reviews!

First 10 people tagged will receive a free copy of our #1 Best Seller

rating ★★★★★

you just donated a book!

exitfactor.com

EXIT FACTOR – SOCIAL ANNOUNCEMENTS



EXIT FACTOR – SOCIAL INFORMATIONAL



NEW PARTNER

Welcome to our new Partner:
Samuel Ciales, VP, Senior Business Development Officer with First Internet Bank.

As our partner, First Internet Bank will offer our busy entrepreneurial clients specialized SBA lending and business acquisition services.

To find out more about First Internet Bank and Exit Factor visit our websites:

More about First Internet Bank
www.firstib.com

More about Exit Factor
www.exitfactor.com

Samuel Ciales
VP, Senior Business Development Officer

FIRST
INTERNET BANK



HOW I SOLD

PRESENTED BY EXIT FACTOR™

New Episode!

EXIT FACTOR – SOCIAL TIPS

BUSINESS TIP

Positioning your business to sell at the beginning will drive your focus toward growth, profitability, and stability.

Then, it will be there for you if and when you need to sell.

Everyone needs an exit strategy.

Erin Carpenter, Founder, Thrive Counseling

EXITFACTOR.COM • INFO@EXITFACTOR.COM

BUSINESS TIP

Your business is not too small to sell. Small businesses sell every single day. The average sales price is \$345K.

INFO@EXITFACTOR.COM

BUSINESS TIP

A documented plan that outlines the responsibilities of the new owner, roles of existing employees, and any other important details is invaluable to the sale process. If a new owner can take over without disruption, it will allow buyers feel more comfortable and confident in the future success of the company

Andy Cagnetta, Transworld Business Advisors & Jessica Fialkovich, Exit Factor President

EXITFACTOR.COM • INFO@EXITFACTOR.COM

EXIT FACTOR – SOCIAL HOLIDAYS



EXIT FACTOR – TECHNICAL WRITING

**CREATING PROFITABLE,
EFFICIENT, AND SELLABLE BUSINESSES**



FROM TODAY

 **NO TIME**
Feeling like your business runs you? You have no time to focus on the things you really want to?

 **NOT ENOUGH PROFIT**
You put your heart and soul into this business and you need more time, freedom, and money out of it!

 **IT'S TOO HARD**
Unsure of your path to exit? Want to ensure you get what you desire – the top selling price possible?

TO THESE RESULTS

2X **DOUBLE YOUR FREE TIME**

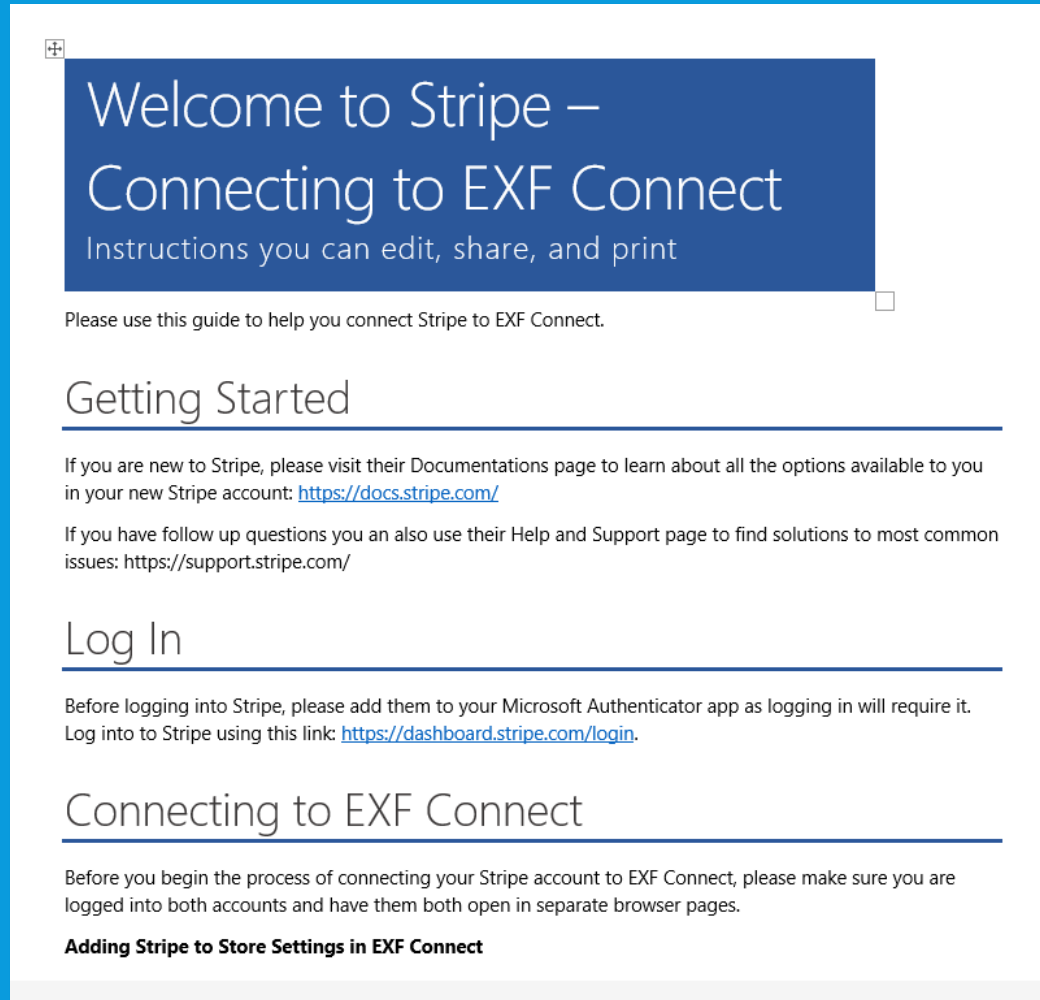
25% **INCREASE YOUR PROFIT BY 25% OR MORE**

56%+ **INCREASE THE VALUE OF YOUR BUSINESS**

THE EXIT FACTOR PROGRAM

Exit Factor features different levels of our proprietary program to maximize the value and sellability of your business.

EXIT FACTOR – TECHNICAL WRITING

A screenshot of a technical guide from Stripe. The header is a dark blue box with white text: 'Welcome to Stripe – Connecting to EXF Connect' and 'Instructions you can edit, share, and print'. Below this is a small square icon. The main content area is white with a blue header bar. It contains sections for 'Getting Started' and 'Log In', each with a horizontal line underneath. The 'Getting Started' section includes links to Stripe's documentation and support pages. The 'Log In' section includes a link to the Stripe dashboard login page. The 'Connecting to EXF Connect' section includes instructions on how to connect the Stripe account to EXF Connect. The footer of the guide is a light gray bar with the text 'Adding Stripe to Store Settings in EXF Connect'.

Welcome to Stripe –
Connecting to EXF Connect
Instructions you can edit, share, and print

Please use this guide to help you connect Stripe to EXF Connect.

Getting Started

If you are new to Stripe, please visit their Documentations page to learn about all the options available to you in your new Stripe account: <https://docs.stripe.com/>

If you have follow up questions you an also use their Help and Support page to find solutions to most common issues: <https://support.stripe.com/>

Log In

Before logging into Stripe, please add them to your Microsoft Authenticator app as logging in will require it. Log into to Stripe using this link: <https://dashboard.stripe.com/login>.

Connecting to EXF Connect

Before you begin the process of connecting your Stripe account to EXF Connect, please make sure you are logged into both accounts and have them both open in separate browser pages.

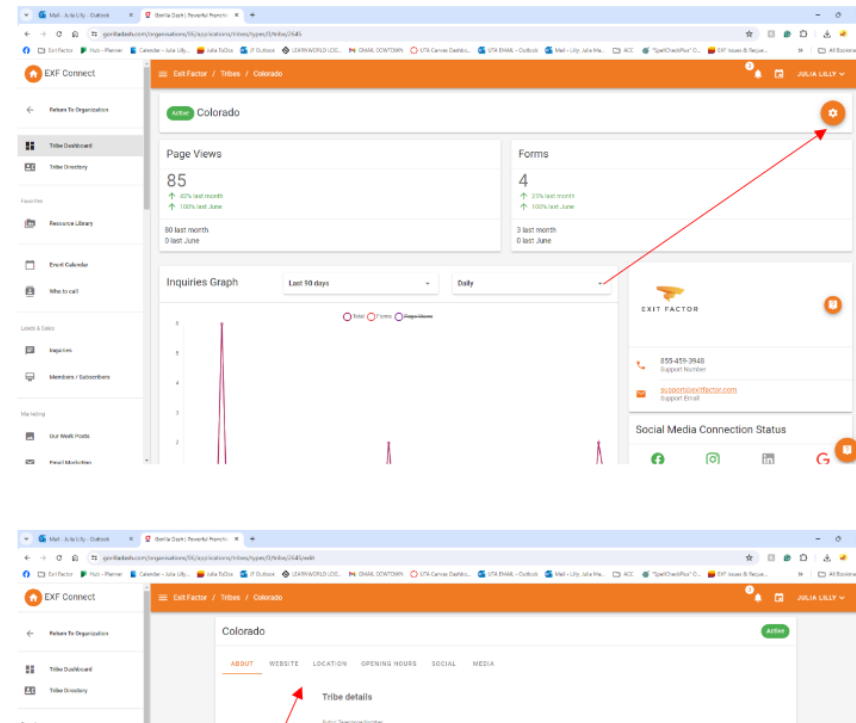
Adding Stripe to Store Settings in EXF Connect

EXIT FACTOR – TECHNICAL WRITING

To update the pages on your Exit Factor website please follow the instructions below or watch the video tutorial [HERE](#).

Update Home Page and Team Page

To update your home page and team page, please log in to EXF Connect powered by Gorilla Dash and go to your Tribe Dashboard. In the top right you will see an orange “cog” button. Click the cog button and a new menu will appear middle screen:





Ongoing work on e-newsletters, social campaigns, and fundraising content.

COWTOWN PETS – FUNDRAISER

**NORTH TEXAS
GIVING DAY**.ORG

It's time! Join Cowtown Pets at **Division Brewing** tonight for our annual **North Texas Giving Day** Fund Drive benefiting the lost and homeless animals in DFW, TX. Join us!

- **Date:** Wednesday, September 17
- **Location:** 506 E. Main, Arlington, TX
- **Time:** 7-9pm
- **Event:** Craft beer, trivia, and pets!



If you can't join us, you can still
donate online using QR Code
or: <https://bit.ly/supportpetstoday/>

Questions? Email cowntownpets@gmail.com

cowntownpets.org

ABOUT CLASP



WHO WE ARE

Cowtown Loves Animal Shelter Pets (CLASP) is a 100% volunteer-run 501c3 pet rescue dedicated to helping abandoned, stray, and at-risk pets in our community. Since 2004 we have provided foster care, veterinary support, and adoption opportunities so every animal has a chance at a loving home.

HOW WE DO IT

We are able to continue our work in DFW due to generous donations from our community that cover a portion of our expenses. As vet bills rise, donations are not going as far as they used to.

North Texas Giving Day is our only annual fund drive.

Please donate so we can continue our services in 2026.

DONATE BY THURSDAY, SEPTEMBER 18TH.

www.cowntownpets.org
817-886-7300

DONATE HERE



**NORTH TEXAS
GIVING DAY**

ALL SIZE DONATIONS ADD UP

\$25 covers a vaccine for one pet

\$50 helps feed a pet for a month

\$100 supports life-saving medical care

\$500 supports a family in crisis, allowing them keep their pet

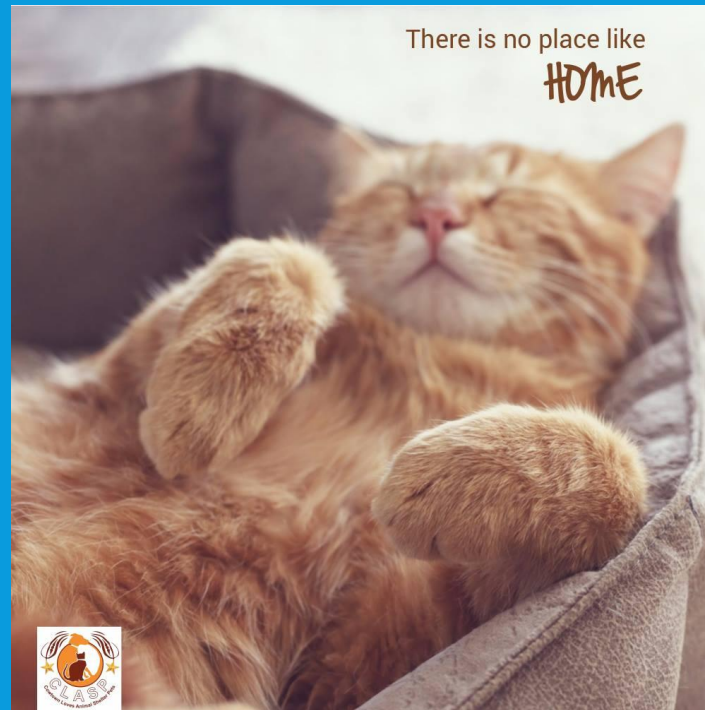


Last year, with your support, CLASP raised over **\$8,000** during North Texas Giving Day, helping to support our mission of saving lost and homeless animals in the Dallas-Fort Worth area and providing financial aid to owners who are unable to cover vet expenses.

Let's do it again!



COWTOWN PETS – SOCIAL HOLIDAYS



COWTOWN PETS – SOCIAL GENERAL



COWTOWN PETS – SOCIAL GENERAL

If it is too cold for you,
**it is too cold for
them.**



**Don't let pets suffer.
Bring them indoors!**

**If you see an animal left out in
extreme weather without
provisions and shelter for an
extended time - report it!**

SAVE A LIFE!

cowntownpets.org

If it is too cold for you,
**it is too cold for
them.**



**Don't let pets suffer.
Bring them indoors!**

**If you see an animal left out in
extreme weather without
provisions and shelter for an
extended time - report it!**

SAVE A LIFE!

cowntownpets.org

COWTOWN PETS – ENEWSLETTER



CLASP FUN FEBRUARY EVENTS!

America's Favorite Pet Contest **Vote for Odie!**

We've entered Odie, one of our exceptional adoptable pets, in the "America's Favorite Pet" contest with a grand prize of **\$5000!**

If he wins, we all win! The money would go a long way in helping DFW pets in need this year.

Please set up a reminder to vote daily!

Vote Daily Here
Voting ends February 24th

VOTE FOR ODIE!



Upcoming Events | February

Saturday, February 12

Cross Creek at Grapevine Ranch
Valentine's Adoption Event

Saturday, February 19

Paws & Pints at Arlington
Annual Adoption Event

— 9.23.21 —
COMMUNITIES
FOUNDATION of TEXAS

— NTX —
**GIVING
DAY** presented by
amazon

Saving Cats in DFW Since 2004



CLASP has been at the forefront of helping our community's homeless cats for over 15 years. We are saving the lives of many cats in need while also working directly with the public, shelters, Petco, and our network of amazing

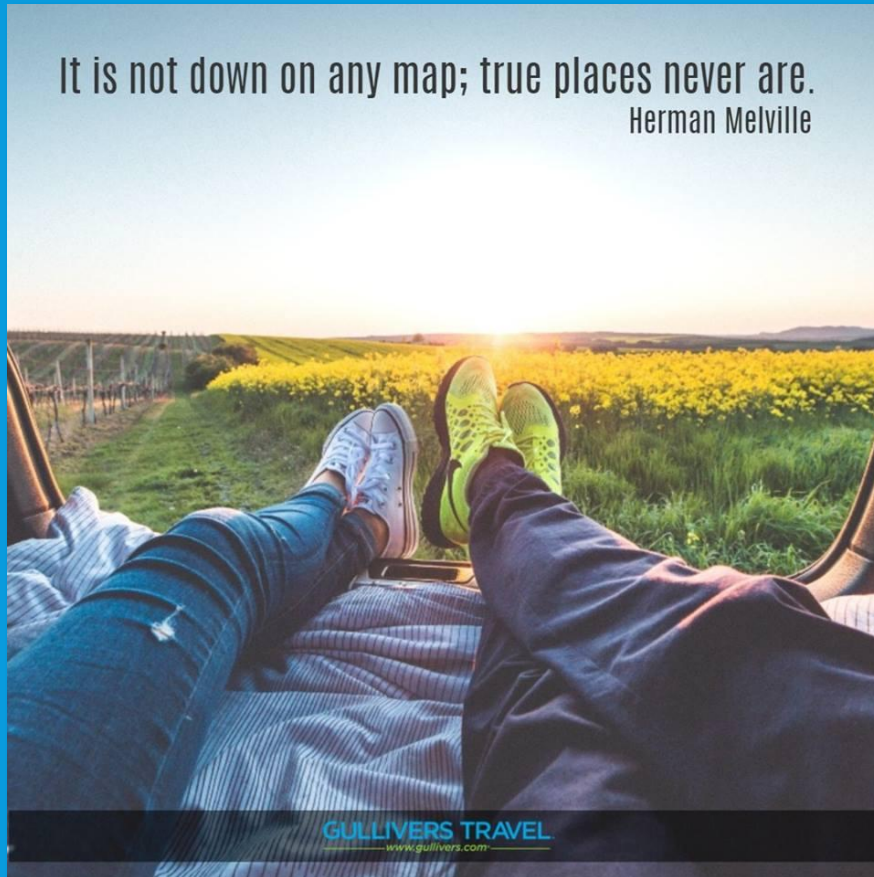


Ongoing work producing social media campaigns and writing targeted content to boost social media presence, website traffic, and travel sales. Additionally, content was used to boost vendor brands and promotions. This built stronger connections between our agents and their sales representatives, which greatly benefited our clients.

GULLIVER'S TRAVEL – SOCIAL SALES



GULLIVER'S TRAVEL – SOCIAL SALES



GULLIVER'S TRAVEL – SOCIAL SALES



**SALE
EXTENDED**

GULLIVERS TRAVEL
www.gullivers.com

TAKE 6 FREE

1. FREE unlimited open bar
2. FREE shore excursions
3. FREE speciality dining
4. FREE wifi
5. FREE friends and family
6. FREE or reduced airfare



GULLIVERS TRAVEL
www.gullivers.com

Save up to **43%**
on select resorts!

travel
impressions

GULLIVER'S TRAVEL – SOCIAL SALES COPY

GT Gulliver's Travel
Published by Julia Lilly · November 6, 2019 ·

Love the Royal Family? Let us plan your trip to London and include a stop at Hollywood Arms Pub in Chelsea. Prince Harry is known to sneak in for a drink using a hidden entrance and Kate Middleton was just there visiting with friends from her children's school. Call us for details at 817-924-7766.

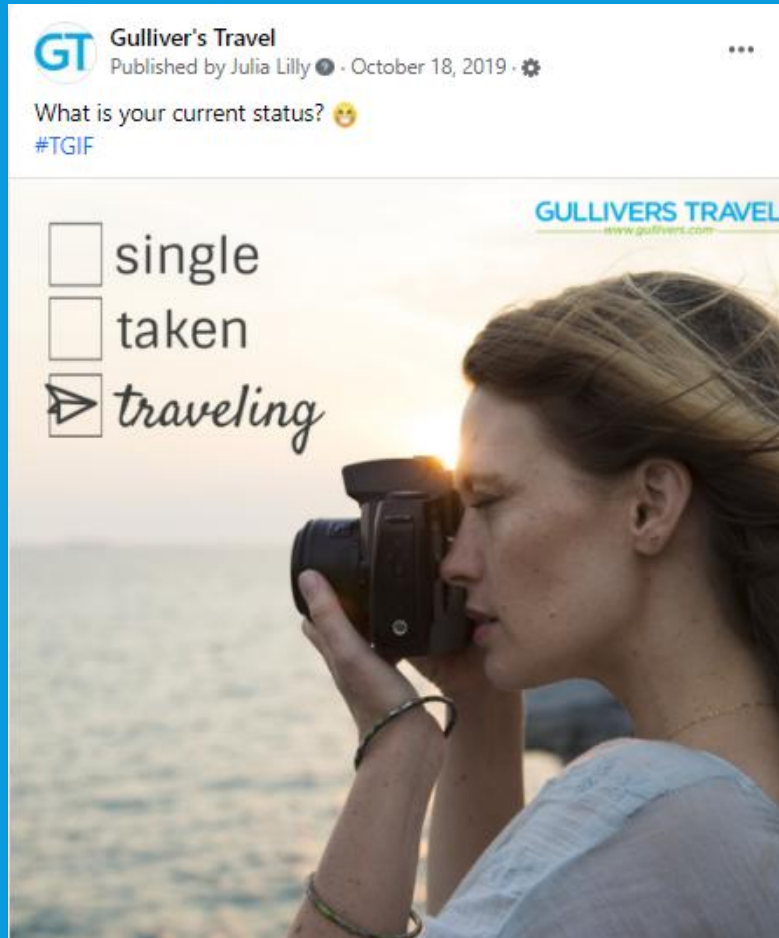


GT Gulliver's Travel posted a video to playlist **Travel Tips with Gulliver's Travel.**
Published by Julia Lilly · April 12, 2019 ·

GOT FANS! #GOT #travel



GULLIVER'S TRAVEL – SOCIAL SALES COPY





Ongoing social media campaigns and marketing copy to boost website traffic, sales, and build social media following.

PAMPERED HOUSE – SOCIAL SALES



OUR FRILLS INCLUDE:
Barefoot walks to the kitchen



OUR FRILLS INCLUDE:
Grand Entrances

PAMPERED HOUSE – SOCIAL SALES

Lemon Power!

Add lemon juice to your laundry cycle instead of bleach for bright whites.

Drop used lemon halves and ice down garbage disposal to help eliminate odors.



Mix lemon juice and salt to create a paste that removes stains from copper cookware.

Slice in half and rub over chopping block to sanitize.

pamperedhouse.net



Don't you just love that
clean house smell?



pamperedhouse.net

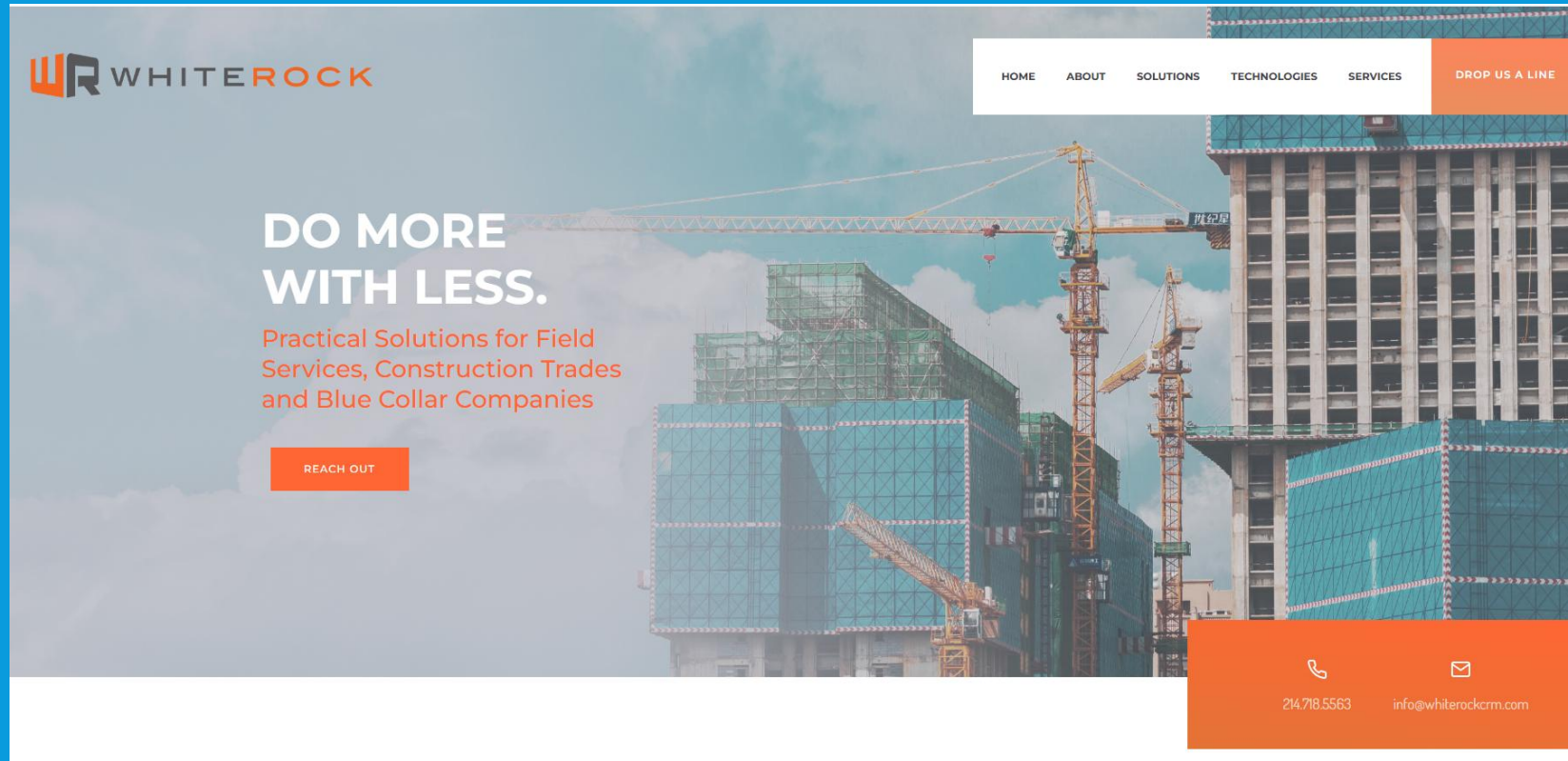
PAMPERED HOUSE – SOCIAL SALES COPY



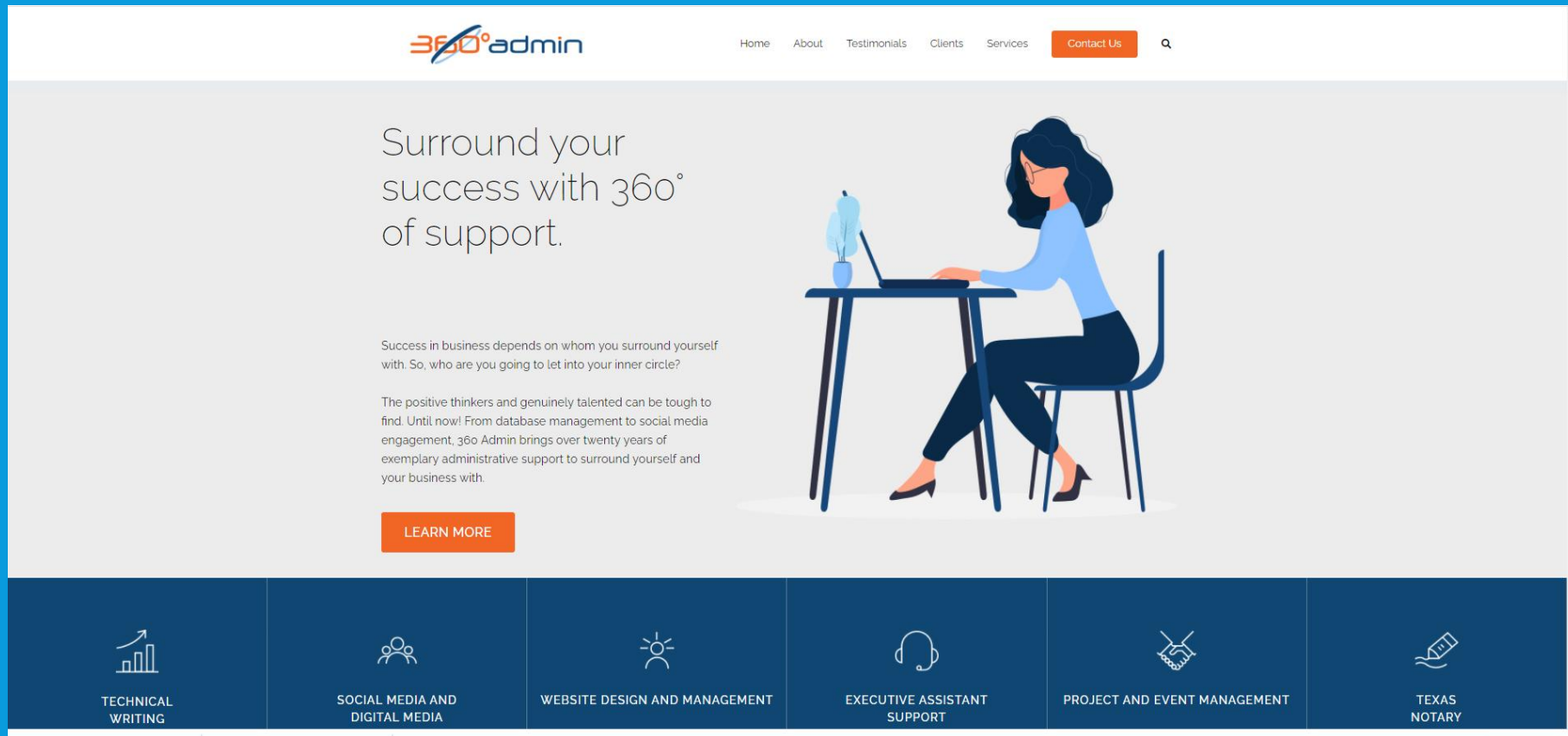


WordPress and e-commerce website designs and copy.

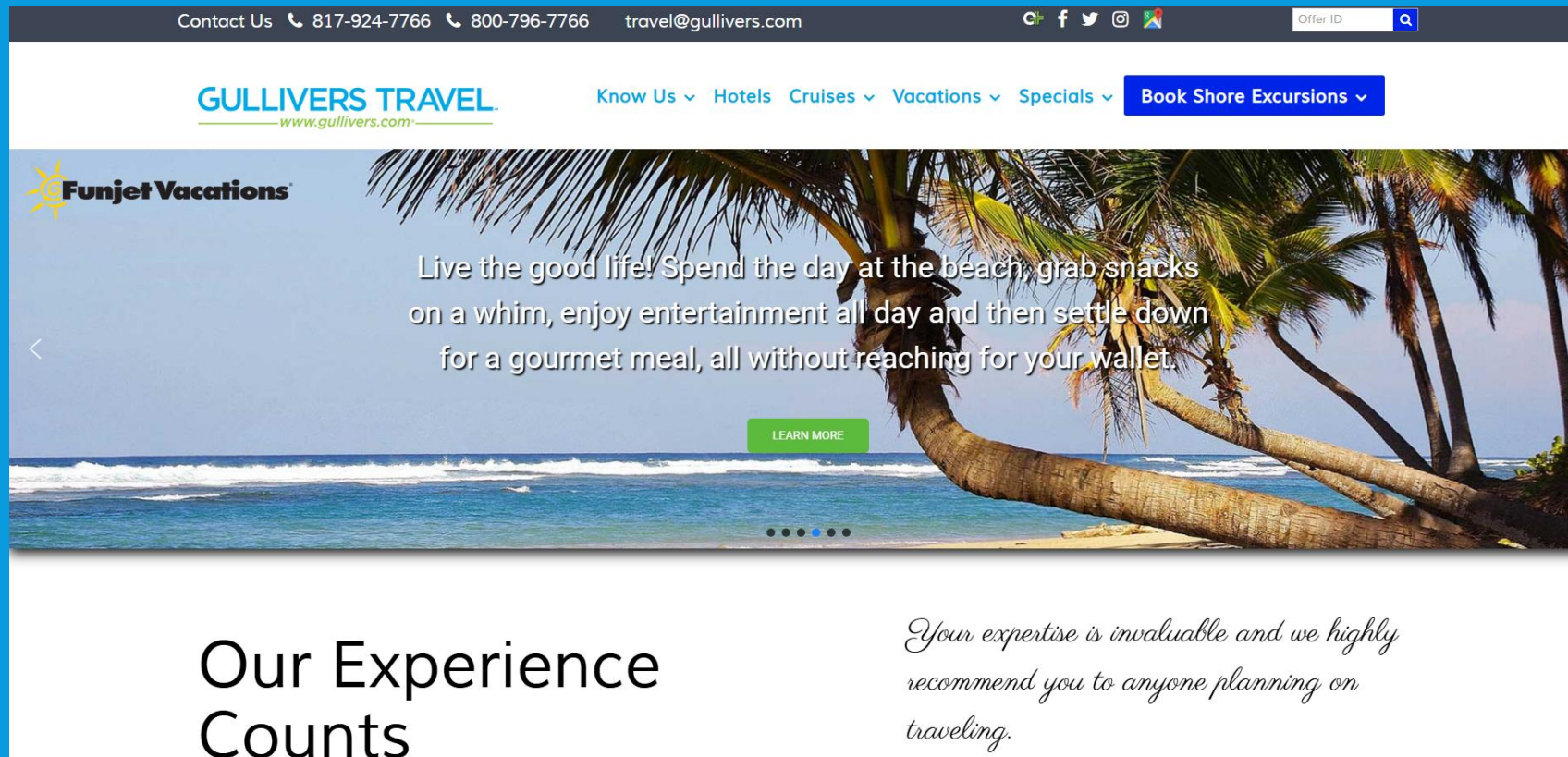
WEB DESIGN AND COPY – WHITE ROCK CRM



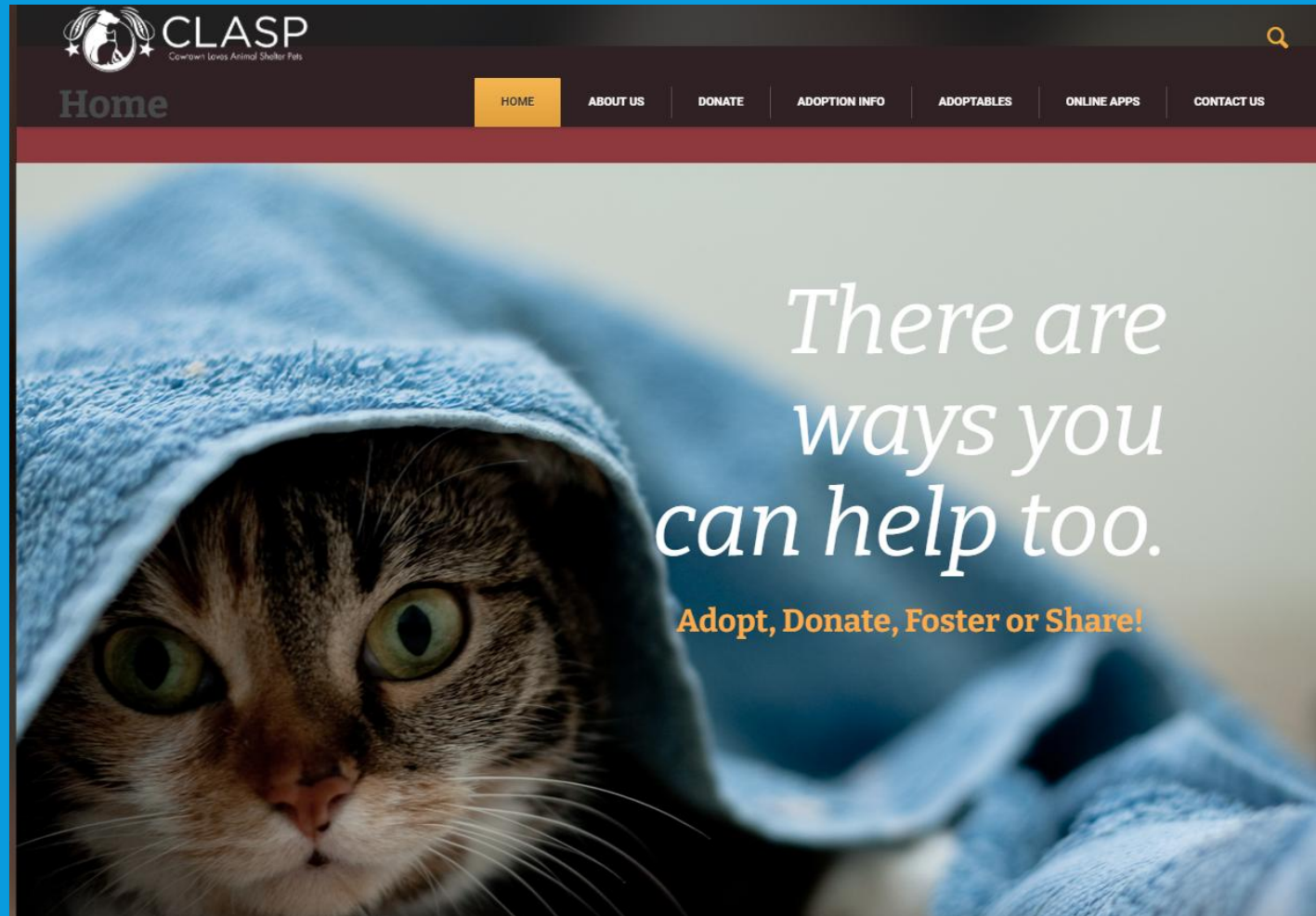
WEB DESIGN AND COPY– 360ADMIN.COM



WEB DESIGN AND COPY – GULLIVERS TRAVEL



WEB DESIGN AND COPY – COWTOWNPETS.ORG



WEB DESIGN AND COPY – BUY ENERGY EFFICIENT

Shop By
CATEGORY

Batteries & Chargers

Camping & Backpacking Supplies

Composting

Home and Garden

Kids

Marine

Pets

RV

Solar Accessories

Solar Education

Survival Preparedness

Shop By
BRAND

Select 



\$5
OFF

Purchase your favorite energy efficient home product and receive \$5 off your first order.
Coupon Code:
SAVETHEPLANET



Appliances [Shop Now ▶](#)



Space Heaters [Shop Now ▶](#)



Solar Energy [Shop Now ▶](#)

FEATURED PRODUCTS

Page 1 of 2

Page 12 ▶



Soleusair Mini Ceramic Heater - HC1-



Eton Mobius Rechargeable Battery Case with Solar Panel for iPhone4 and iPhone4S



Eton SOULRA XL Speaker System - 22 W RMS