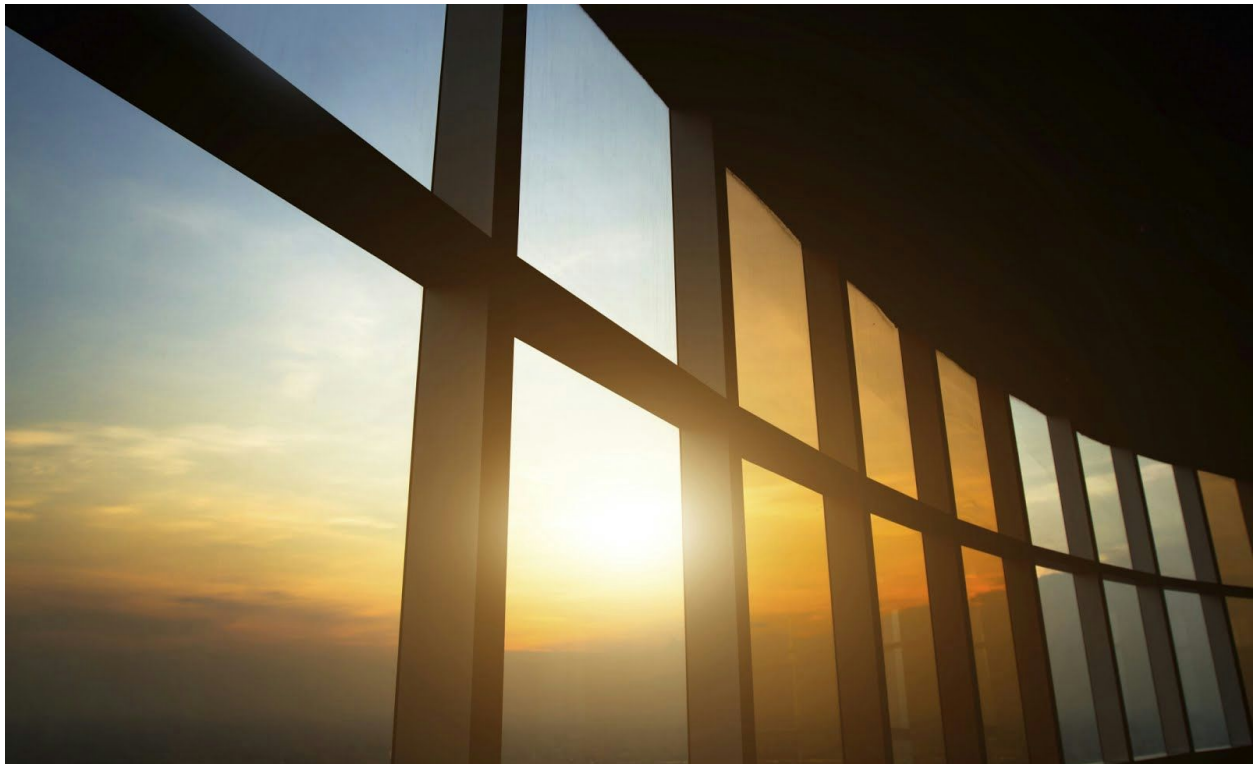


Juicy Results in 2017

Painting a picture is bringing the future into the present, so that we can do something about it now. The best way to ensure our future happens is to create it! The vision contained within this document creates a vivid mental image of where Juicy Results will be by December 31st, 2017.

At Juicy Results, we celebrate bold vision and aligned action.



The “Why?”

Juicy Results is the Internet marketing agency for the Fortune Five Million.

We believe that great companies raise the quality of life in their communities. It is only through sustained sales growth that companies can become vehicles for wealth generation, job creation and community investment. Internet-enabled sales technologies allow companies to sell more efficiently than ever before, allowing us to help more companies become great, successively creating more opportunity for everyone.

The “How?”

We help focused companies build lead generation machines. We use Internet marketing and the latest sales technology to deliver our clients’ most effective marketing initiatives through great people in memorable ways.

The “What?”

Juicy Results guides sales organizations in implementing an end-to-end lead generation and sales system with the following components:

Internet Marketing	Website	Marketing Automation	CRM
Search and social media marketing to attract targeted customers to your business at all buying stages.	Design your website to maximize conversion as well as provide buying criteria intelligence for your sales team.	Nurture early-stage leads, upsell and remarket to existing customers. Use email, social media and targeted advertising to warm leads into prospects.	Empower your sales team with tools to track, score, follow up and close customers while providing a remarkable experience.

Our relationships are long term, and we become an active marketing advisor to our clients as they grow.

Culture + Team Experience

You can’t interact with Juicy Results without noticing the contagious passion and inspired purpose of the people who work here. You will find a certain brilliance and confidence in our people, who all share a winning, “anything is possible” mindset. It is commonplace to hear people laughing, cheering and high-fiving each other in the office.

The company values have shaped a consistent culture despite our explosive growth and new faces. We have crystallized our values and work them into everything we do. A remarkable part of our culture is the surprising number of leaders we attract and grow at our entry level positions. This has created a self-sustaining source of new managers and leaders as we develop and hire from within.

A true testament to the unique culture we have built is the extensive media praise we receive for the work environment, our community involvement and unique business practices. Since receiving 5 “Best Places to Work” type awards, we have been approached to be in business books and case studies about the the ROI

of culture and work environment.

Every day, our team and clients show up to the Juicyplex—our fun and inspiring office space—to work on great ideas together. There is lots of room to think in this boldly designed office space. In addition to the open, team-based workspaces, there are shared community offices for focused work; unique conference rooms that leave an impression; a large presentation space for events; and an executive “Situation Room” filled with up-to-date business metrics. This Situation Room is where each department meets for their weekly rhythm meetings.



In addition to serving our clients, our people make time for research and development. Our industry is always evolving, so we embrace change and love being curious about our craft. Multiple Juicers speak about Internet marketing, create videos and write on behalf of the company. Thought leadership is on everyone's job description at Juicy Results.

One thing all of our team members would say about working at Juicy Results is that it is one big family who respects, cares for, and supports each other. We have memorable events for the team members and their families outside of work hours and take time during work to celebrate victories as a team. The entire team eats together at least once per month when we review the monthly results of the company, so everyone feels informed, aligned with the company, and has an opportunity to develop relationships with other team members. Juicers often tell management that they feel like they *get* to come to work in the morning, not *have* to come to work.

Our Customers

Our clients don't just keep us in business—they are the reason we are in business. It's exhilarating to speak with our Fortune Five Million clients about their remarkable businesses models, strong growth and the results our programs are yielding them.



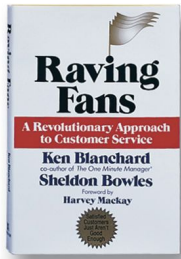
business.

Juicy Results now serves over 200 Results customers and 300 Website Support + Growth customers. Each of them feels like they belong to an exclusive club by doing business with us and couldn't imagine their marketing without our programs. We are advisors to our clients and many of them turn to us for advice on their non-Juicy marketing initiatives.

All of our clients know about our goal to turn each client into three clients, and they love to help us make that a reality by referring us

We have a rich, rapidly growing customer base of international clients too. Over 25% of our clients are based in foreign countries. Our international event and world-class thought leadership, as well as the considerable press we have enjoyed, attracts these international clients to us. We are heavily exporting the Juicy Results flavor to the world.

Customer Service



Not a day goes by that a client isn't showering us with thanks and praise. We don't *just* have clients, we have raving fans who love interacting and learning from us. Ownership receives letters, calls and emails about how amazing our people and products are. This legendary customer service isn't just a feeling, because our company measures customer service levels with the Net Promoter Score, and everyone sees the numbers on a monthly basis.

This is just one of the ways we actively implement our "one phrase strategy" for growth: Turn every client into three clients.

All team members have been trained on our "100% MAGIC" Standard of Service and quote it regularly to each other. We use it as a checklist when making decisions:

- 100%** follow through.
- M**achine-like execution with magical surprises.
- A**ctually listen. To understand, not to respond.
- G**o above and beyond with proactive planning and action.
- I**s this what I would want if I was the customer?
- C**an I make it fun?



Our website, intranet and office space celebrates our 100% MAGIC Customer Service with a hall of fame and legendary stories.

Marketing + Reputation

The most powerful marketing asset we enjoy is our "raving fan" customer base, who enjoy helping us turn every customer into three customers. This reputation is well known in the business community due to a number of reasons including our business press coverage, word-of-mouth referrals, our extensive web presence of thought leadership and our numerous speaking opportunities.

We have developed and crystallized unique and powerful insight into Internet marketing. So much so, that professionals and professors look to us as leaders, quote us and put us first on their list for speakers and interviewees when the need arises. Our people and the brand have literally become celebrities in the sales and marketing industry.

The most notable element of our marketing is our signature international event on Internet marketing for sales organizations that has sold out every year. Not only do our people speak at this event, but we bring the best experts from around the world. The result is a set of stories, ideas and content that we can use to market year round. Our people also get quality face time and form lasting memories with our best clients at the event.



The sales team is armed with an array of powerful case studies and metrics from our customers. This allows them to not only attract, but also target ideal clients on a regular basis with confidence.

At Juicy Results, we “eat our own dog food” and use Internet marketing to generate an abundance of qualified leads. Our web presence is far reaching and dominates our target search terms—which brings an ever increasing audience of potential customers.

Our marketing is fun, clever, sharp and very smart. People know the brand even if they are not “business people.”

Operations

Our operational philosophy can be summed up as machine-like execution plus magical surprises. Day-to-day work is conducted with such extreme efficiency that we have the time and headspace to make magic happen. “Magic” such as going above and beyond for a client, staging a memorable experience or prank during a meeting, identifying strategic opportunities, or constant improvement of our products.

The company focuses on a “system as a floor” mindset. These systems have set our people free to put their best ideas to work for the company and our clients. All team members manage the majority of their daily work with our breakthrough task management system, allowing us to work effortlessly and in full alignment.

With the right people in the right seats, our executive team is complete and sustainable far into the future. Each department, as well as the executive team practice the Rockefeller Habits completely and naturally.

Our hiring, quarterly review and talent development processes are well established and make our team proud. We invest significantly in skill development, and not a week goes by that there isn't some kind of training going on in the office. A core value of ours comes alive here as we leave everyone better than we found them.

The sales and marketing team is world class at executing our proprietary customer acquisition systems. Their efforts multiply our growth and leave a remarkable impression on everyone who explores working with Juicy Results.

"System-As-A-Floor"

A system-as-a-floor is a concept that ensures we have operational procedures, software, checklists or rules in place that ensure a minimum consistent experience or result. The people involved then have the freedom to make the result or experience above and beyond the floor. This is opposite of system-as-a-ceiling, where the procedures or software actually cap what the people involved can do, preventing them from ever going above and beyond the system.

Finance

Business is a game and you have to keep score to know if you are winning. At Juicy Results, we keep score and play to win.

Our drive to win is most evident by the "Player scoreboards"—which every department has—and a company



wide dashboard and reporting system. Every team member understands our business and the metrics that drive success because management speaks about them regularly and uses them to make key decisions. Financial information flows freely and in real time which connects all team members to our success. This provides the entire company with alignment—at all levels—around the same purpose and outcomes. We find this to be a huge competitive advantage.

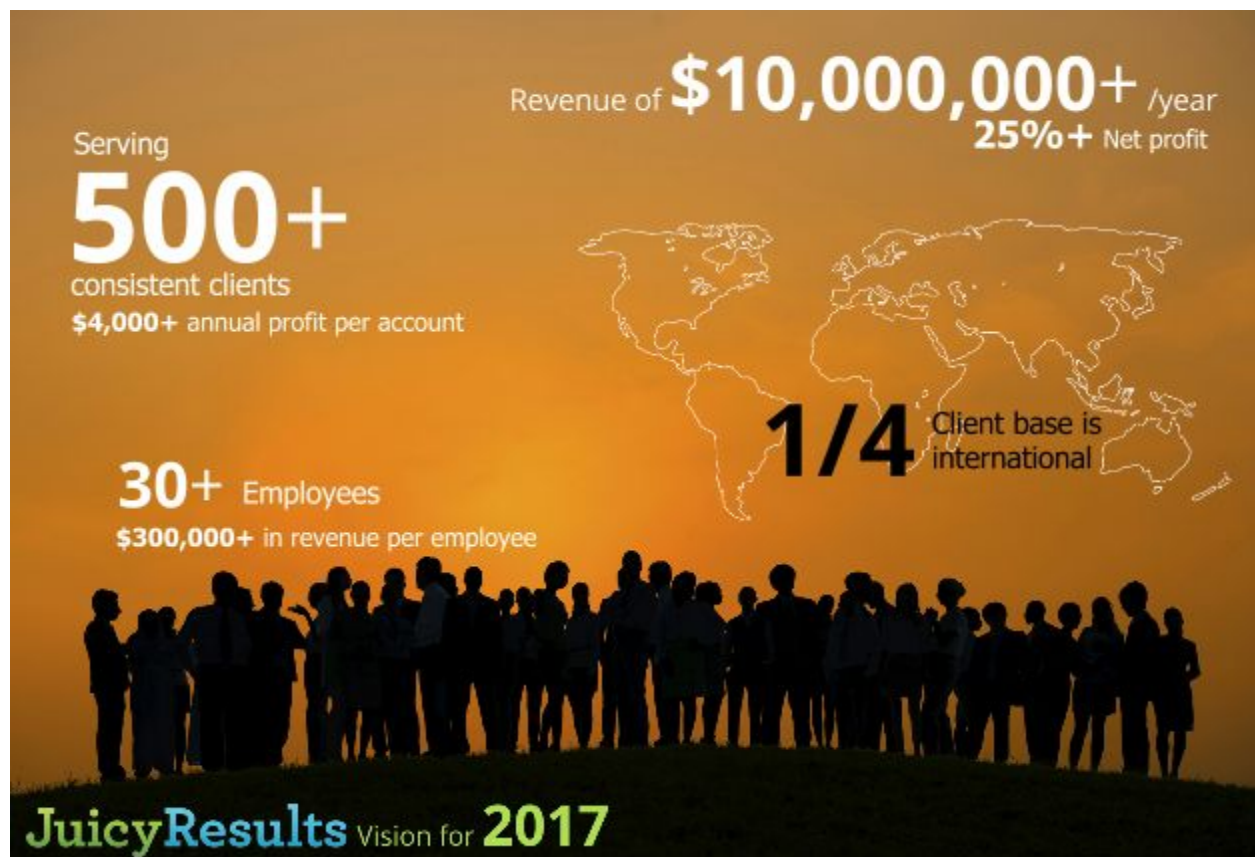
We are a company built around recurring revenue. Management stays laser focused on developing and growing product lines that we can plant once and harvest for years.

This alignment and focus has paid off handsomely. Our company is proud to consistently deliver significant

growth and healthy profits—25% or more for twelve consecutive quarters. Profit-per-employee shows that the company has healthy output and productivity. Our investors are aligned with our core values and purpose. And, while they can count on us to deliver consistent growth, they support our values-based decision making and commitment to our long term vision. They want to help take us to the next level and be a part of something remarkable.

This success has allowed us to implement a profit sharing plan for all team members, in addition to our outstanding benefits package. We also offer a long term bonus program to retain key managers. At Juicy Results, we play to win and celebrate financially as a team.

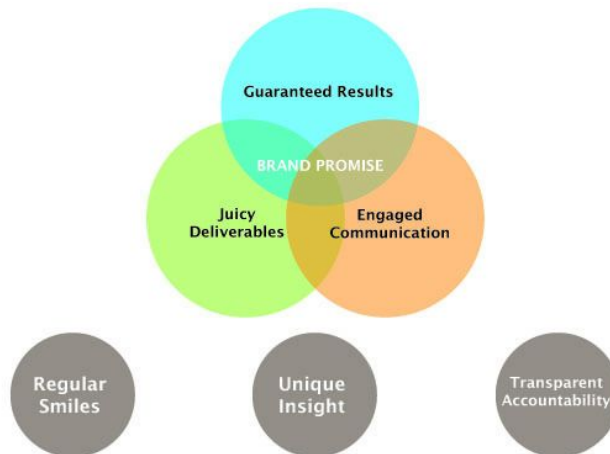
By the Numbers



Juicy Results Brand Promise

Guaranteed results; juicy deliverables; engaged communication.

Juicy Results Brand Promise:
Guaranteed Results, Juicy Deliverables and Engaged Communication.



Supported by regular smiles, unique insight and transparent accountability.

Juicy Results Core Values: IMPACKT

Impact: Leave everything we touch better than we found it.

Maverick: Seek new and better ways of doing things.

Partners: Treat others as partners (team members, vendors and clients).

Action: Be action oriented and open to adjusting our approach until we succeed.

Curiosity: Be curious about our clients and our craft.

Knowledge: Embrace learning and teaching (stay on top of industry/technology trends).

Tenacity: Do whatever it takes to make the customer succeed.

Juicy Results BHAG

(BHAG: *Big Hairy Audacious Goal*)

Become most recognizable Internet marketing brand on Earth.

