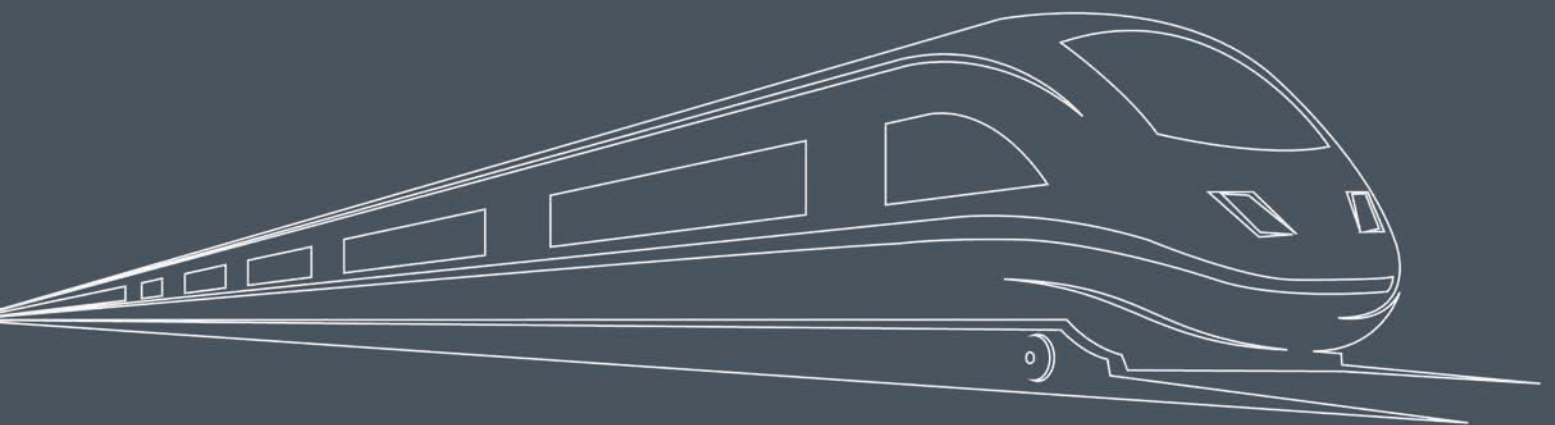




YOU ARE THE  
ENGINE

YOU DRIVE THE  
COMPANY'S SALES





**YOU LIKE INNOVATION  
YOU LOVE REPLICATION**

**YOU KNOW  
THE SYSTEM WORKS**

# YOU KNOW LOTS OF THINGS

# YOU PUT PEOPLE IN BUSINESS



# FRANCHISE MARKETING HAS CHANGED.



IT IS NOW CLEAR THAT PROSPECTS,  
NOT THE FRANCHISE BRANDS, ARE IN CONTROL  
OF THE FRANCHISE SALES PROCESS.

- FRANCHISING WORLD

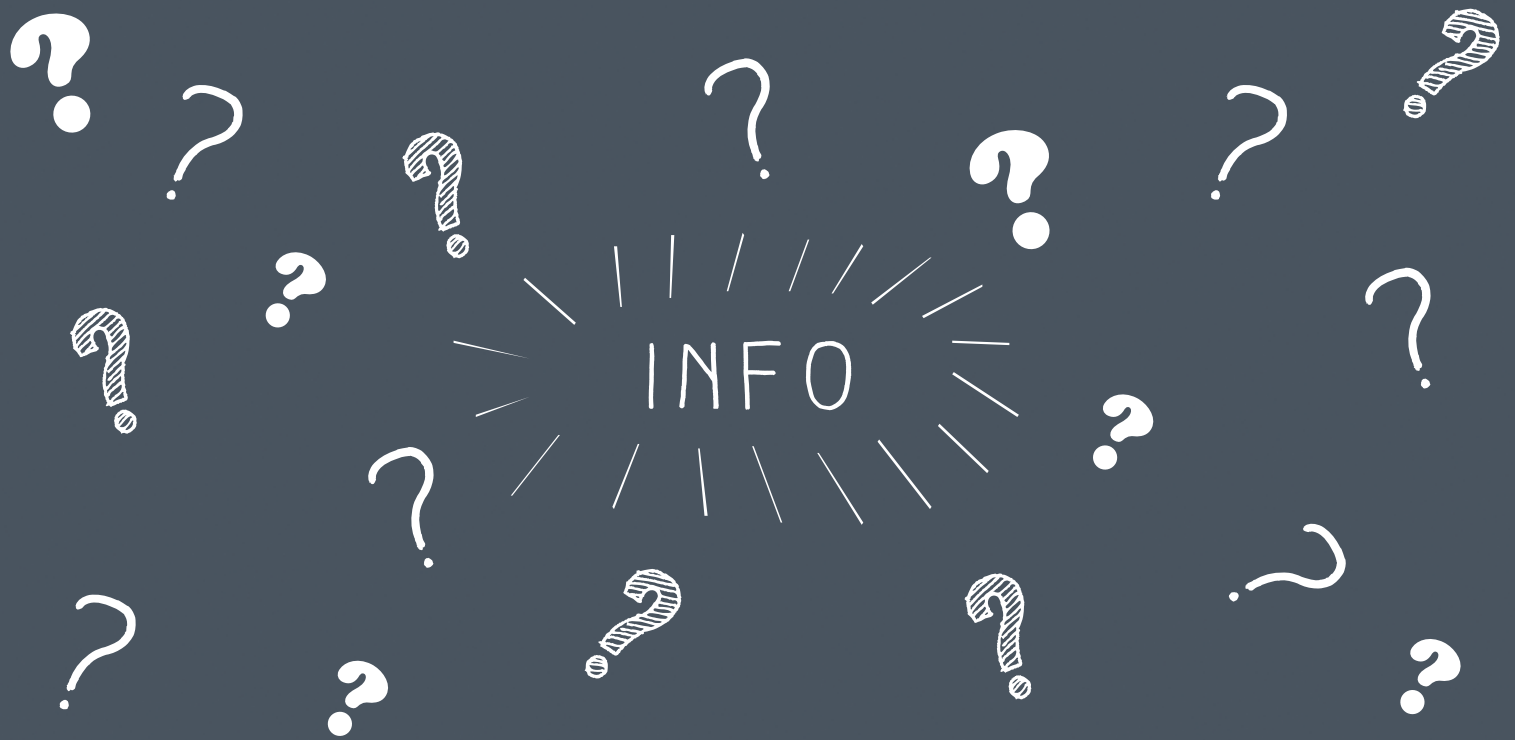
# THERE IS A NEW REALITY.

IF YOU'RE LOOKING TO INCREASE THE  
QUALITY OF FRANCHISE LEADS AND  
CLOSE DEALS FASTER, YOUR BRAND **MUST**  
INCLUDE A CONTENT MARKETING PROGRAM.

- FRANCHISING WORLD



PROSPECTS WANT  
MORE INFO.



65% OF SALES REPS SAY THEY CAN'T FIND  
CONTENT TO SEND TO PROSPECTS;  
MOST COMMON COMPLAINT BY SALES TEAMS.

-KAPOST



AND, ALL THIS  
IS HARD TO DO.

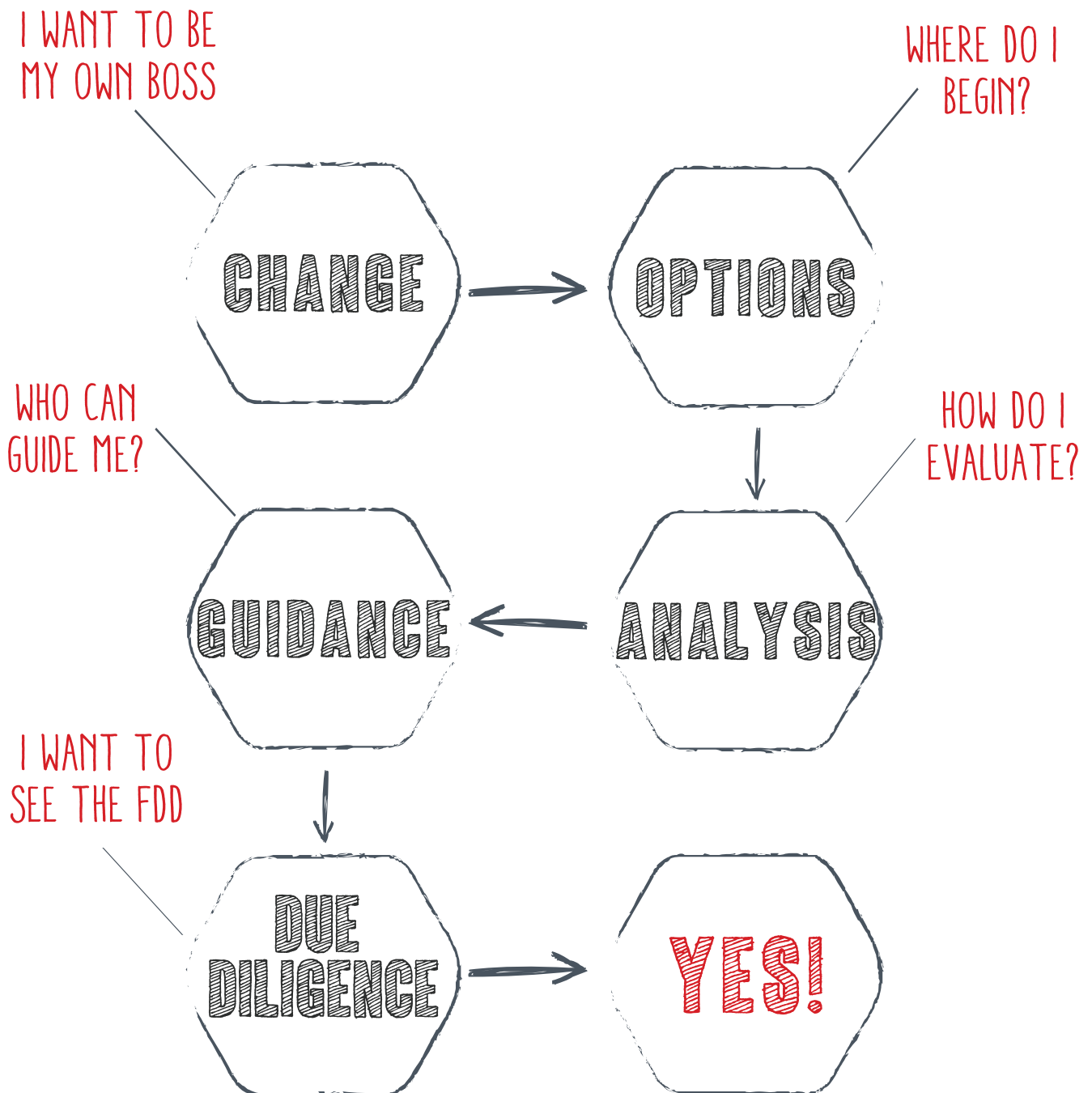
COMING UP WITH CONTENT ON  
A REGULAR BASIS  
IS THE NO. 1  
MARKETING STRUGGLE...

- ENTREPRENEUR MAGAZINE



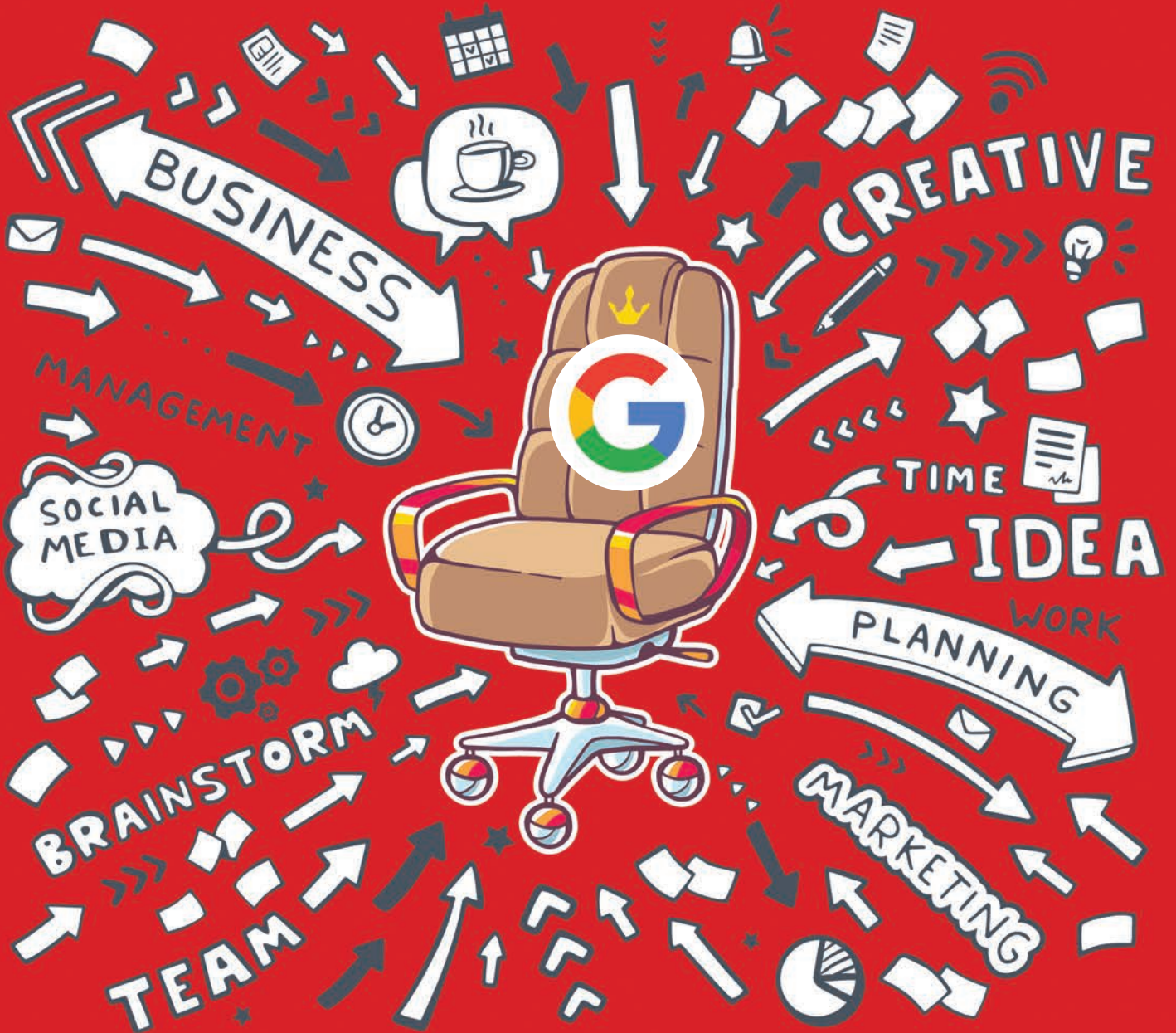


# YOUR PROSPECT'S JOURNEY IS CHAOTIC AND CONFUSING.



# THE GOOD NEWS

GOOGLE GIVES YOUR PROSPECTS LOTS AND LOTS OF INFO



# THE BAD NEWS

GOOGLE GIVES YOUR PROSPECTS LOTS AND LOTS OF INFO

SO, BE THEIR HERO.

TEACH THEM EVERYTHING YOU KNOW.

EDUCATE THEM LIKE YOUR LIFE  
DEPENDS ON IT.

THEIRS DOES.



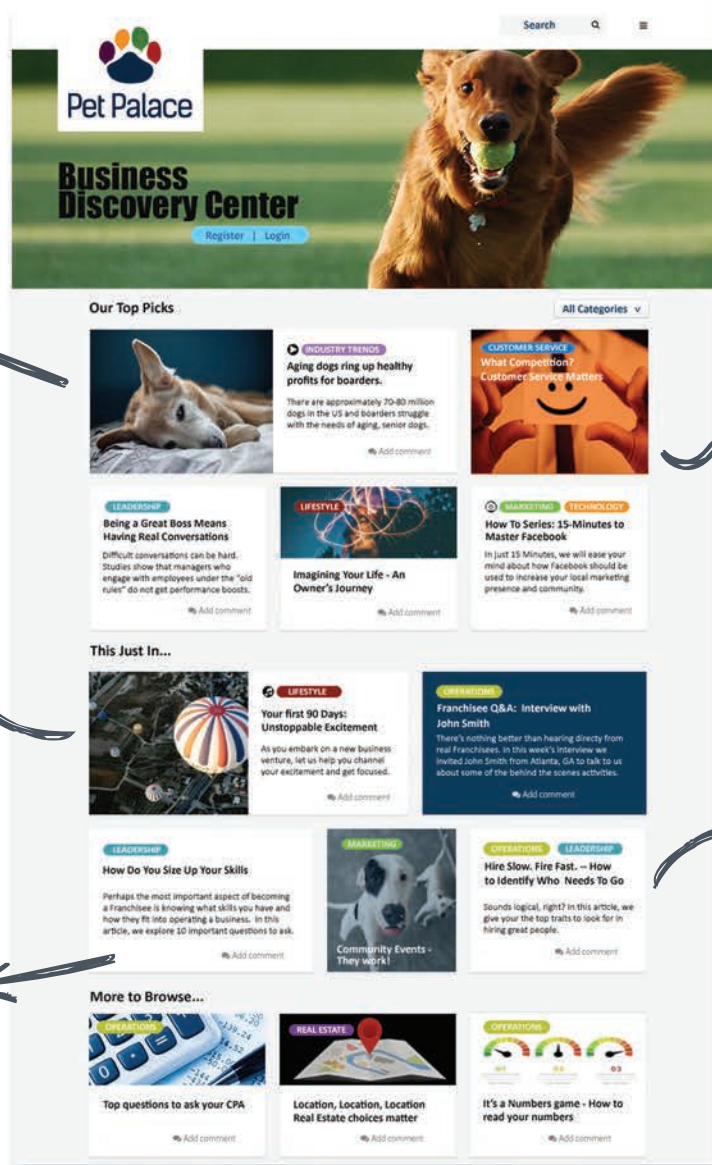
# INTRODUCING THE FRANCHISE DISCOVERY CENTER™

CUSTOMIZED ONLINE CONTENT TO BOOST  
YOUR BRAND AND ENGAGE YOUR PROSPECTS

WHO ARE  
PET PALACE'S  
KEY  
COMPETITORS?

DO THE GROWTH  
TRENDS FOR  
THE INDUSTRY  
LOOK PROMISING?

SHOULD I BE  
WITH AN  
ESTABLISHED  
BRAND OR A  
START-UP?



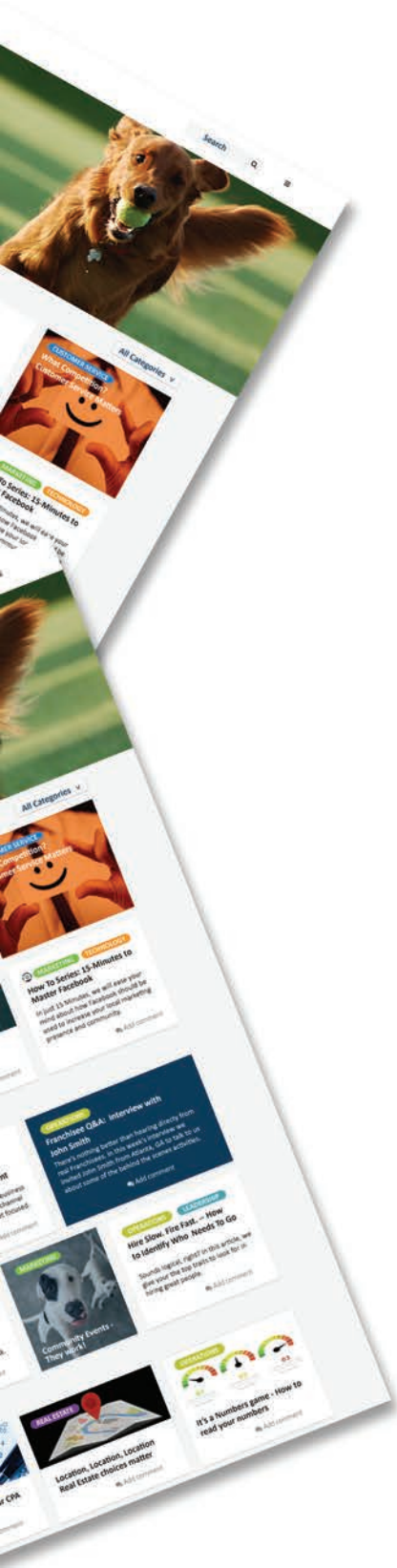
WHAT'S A DAY  
IN THE LIFE OF  
A PET PALACE  
FRANCHISE  
LOOK LIKE?

AM I BEST  
SUITED FOR  
A 9-5  
FRANCHISE  
VS. A  
24 HOUR ONE?



# STAND OUT FROM THE CROWD

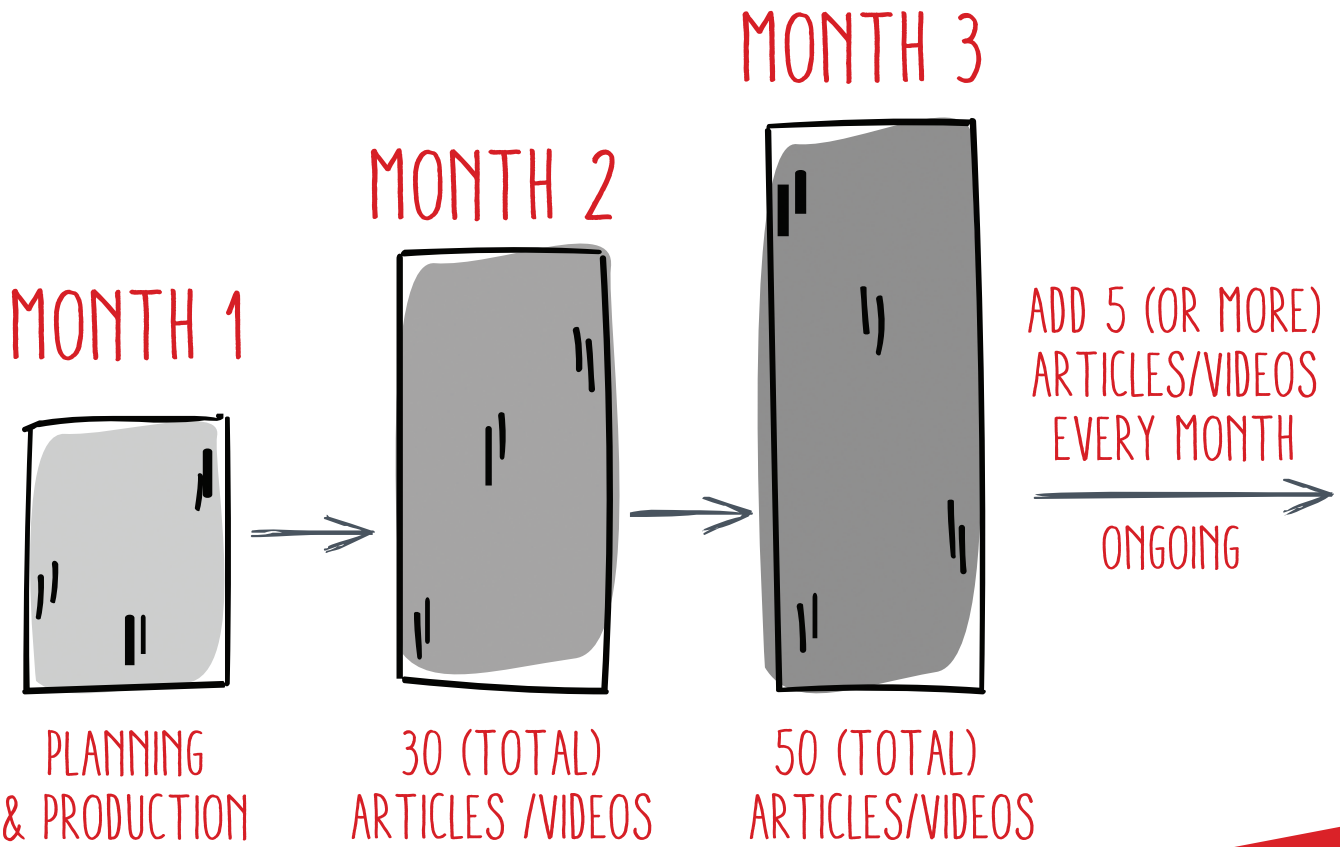
CUSTOMIZED CONTENT  
FEATURING ARTICLES, VIDEOS,  
PODCASTS, AND MORE.




- ➔ ACCELERATE BUYING CYCLE
- ➔ ATTRACT MORE LEADS
- ➔ HELP QUALIFY LEADS
- ➔ EDUCATE AND DIFFERENTIATE
- ➔ CREATE EMOTIONAL CONNECTION
- ➔ SATISFY THROUGH SELF DISCOVERY
- ➔ STRENGTHEN BRAND LOYALTY
- ➔ LEAD AS AN AUTHORITY
- ➔ INTEGRATE WITH YOUR SITE
- ➔ UTILIZE MEMBER LOG-IN
- ➔ SUPPORT SEO EFFORTS

# YOUR 90-DAY LAUNCH PLAN.

POPULATE YOUR FRANCHISE DISCOVERY CENTER™



FRANCHISE  
DISCOVERY CENTER™



MAKE IT EASIER,  
MAKE IT LOGICAL,  
MAKE A FRIEND,  
AND THEN...  
MAKE THE SALE.

MARKETING HAS CHANGED

SO CAN YOU.

FRANCHISE DISCOVERY CENTER™  
IS PRODUCED BY CONTENT VILLAGE,  
A CONTENT PRODUCTION COMPANY  
SERVING FRANCHISORS AND  
FRANCHISE CONSULTANTS

Contact: 678-607-6277  
[connect@thecontentvillage.com](mailto:connect@thecontentvillage.com)

**KEEP CONNECTING**  
[www.thecontentvillage.com](http://www.thecontentvillage.com)



# EXPERIENCE

## MINDEE NODVIN PARTNER, CO-FOUNDER

Mindee has spent more than twenty-five years building national and international brands through insights, strategy, and high impact creative. Working with clients from local start-ups to some of the world's most famous companies, she has earned a reputation for telling it like it is and for getting results. In 2003, as environmental and sustainability movements gained traction with mainstream consumers, Mindee saw opportunity to capitalize on these emerging trends and to do some good along the way. She founded a triple-bottom-line ad agency in Seattle, attracting high profile clients in categories such as organic food, renewable energy and alternative transportation. During that time, Mindee was featured in *Entrepreneur Magazine*, *Puget Sound Business Journal* and *Media Inc. Magazine*.

In 2008, Mindee transitioned to the corporate side and served as the Director of Marketing for Guidant Financial Group, a franchise financing company, where she led a multi-channel rebrand. The campaign resulted in a competitive positioning advantage for Guidant that continues today. Mindee remains passionate and new ideas and new trends, co-founding The Content Village as an online content production company focused on helping franchisors improve sales.

*Previous Clients include:*



## BETH COOPER PARTNER, CO-FOUNDER

In 1995, as the web began rocketing into commercialization, Beth co-founded Digital Positions as a web development and consulting firm for clients wanting to use the web to solve business problems and increase growth. While fast-paced technology changes continue to affect the business landscape, Digital Positions has remained at the forefront helping clients with strategy, design, development and lifecycle opportunities. Prior to founding Digital Positions, Beth lived overseas in London, England working in music touring & management with well-known pop groups and Seattle "grunge" bands.

The present day business environment offers a host of new opportunities and in 2016, Beth teamed up to launch The Content Village, an online content production company helping Franchisors, Franchise Consultants, and Franchise Brokers use the web to accelerate and support the business development phases of franchising. Using the "Franchise Discovery Center" platform, prospective franchisees can now have access to the information that prospects need and want.

*Previous Clients include:*

