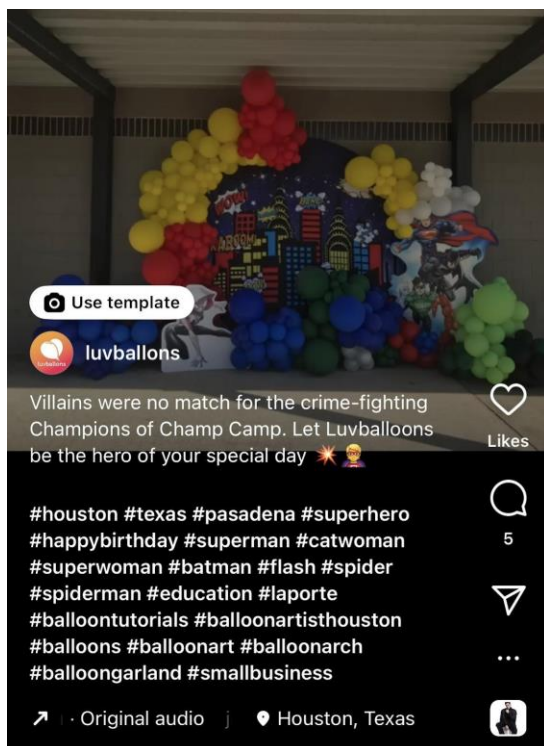
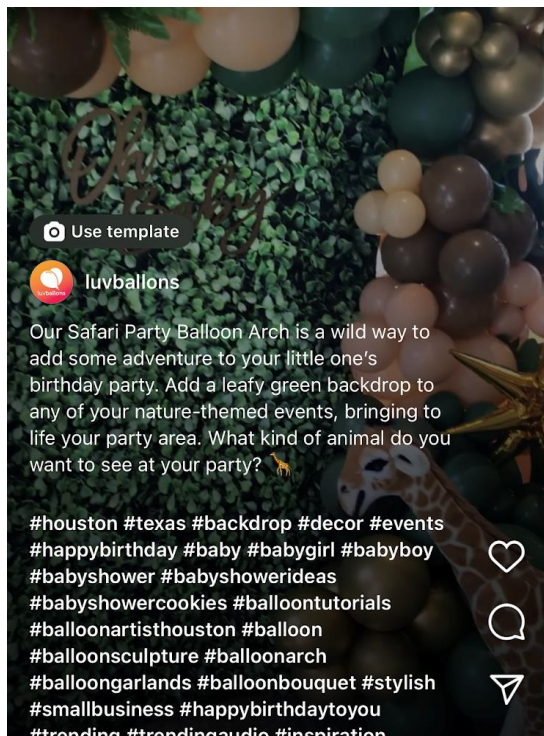


Copywriting Portfolio

Laura-Ray Read

Email: laurarayread@gmail.com

Social Media:



Captivating Captions

Trending Hashtags

Posts That Inspire Consumer Engagement

Product Descriptions:

Murals by Leanne

Create an immersive experience for your customers with larger-than-life artwork uniquely cultivated for your space. Make your mark by bringing your brand to life.

- Highlight members within your community
- Create an attraction
- Express communal identity
- Intrigue passerby

Collaborating with Leanne for a Mural for your brand will increase foot traffic, leading to more sales.

Specs:

3ft x 4ft	12ft
3ft x 5ft	15ft
3ft x 6ft	18ft

Please specify upon contact if you are seeking an indoor or outdoor mural.

Zaza Bikinis

Handmade swimwear tailored just for your body.

Features:

Uniquely you

Choose any pattern or color from our specially curated, up-to-date style selections.

Any Style- Any Body

Embrace your body by selecting from Zaza's wide variety of swimwear styles. Embrace your curves or show some skin, and take on the summer with confidence- styles ranging in coverage, cut, and support.

Cut the Bullsh*t

Cut out the bullsh*t of traumatic try-ons and the stress of not knowing which stores carry your size.

Details:

- Hand Wash Cold and Air Dry
- Zaza bikinis are made from the highest quality fabric- and if cared for properly- can last you many, many wears!
- If you are less than satisfied with your Zaza bikini, contact customer service to begin your refund or exchange process. Please visit our policy page to read our refund/exchange requirements.

Jelly Sheer iPhone Cases

Jelly sheer iPhone cases add depth and color to your everyday style without compromising the sleek look of your tech. Customize your case with a selection of trendy, Magsafe-compatible accessories.

Product Features:

- Made from 70% recycled materials
- Shatter-proof technology with military-grade buttons
- Comes with 1-year warranty protection- terms and conditions apply
- Clarity that lasts

High-Performance Wireless PC Mouse with RGB Lighting- Black

The ultimate wireless PC mouse with optimized sensors to give you a flawless and actuated gaming experience- enhanced with RGB LED lighting to highlight your skills.

Upgrade PC gaming systems and level up with the High-Performance Wireless PC Gaming Mouse in black. Or, enhance your gameplay by syncing your mouse to most gaming systems.

Maximize your gaming experience with increased accuracy through sensory alters; master your techniques with easy-control gaming features and wireless movement.

Product Specs:

- Tweakable programming that gives you full control of your gameplay
- Tensioning system with rapid click feedback
- Customizable weight to perfect your balance
- Compatible with most computers
- RGB LED lights that sync with your gameplay (certain software required)

Extras:

- User guide booklet
- 2-year warranty
- Upgrade to include wireless charging system- black

Customer feedback:

- Exceptional battery life with play-while-charging wired feature
- 100% optional extension adapter that will not decrease the latency of your mouse
- Switch from free-scroll technology to a more traditional mouse experience with a single “click” of the scroll wheel

Complete your tech with our recommended accessories and bundles:

- + Lightning-speed wireless keyboard with LED backlight
- + Wireless headset with advanced audio systems and voice filters. RGB lighting in 4 colorways. Lightweight technology.
- + Wireless mouse charging set in black

Build your own package for a set that's right for you.

Email Campaigns:

Luvballoons Holiday Special

Email 1

SUBJECT: HAPPY HOLIDAYS PARTY PEOPLE

It's Luvballoons' favorite time of the year! To celebrate the holidays, the first 10 people to book an event beginning November 14th get 10% off all party balloon arches and backdrops!

THE PROMOTION ENDS ON DECEMBER 1ST

Celebrate your holiday with select holiday colors and themes, customizable for all faiths and celebrations.

BE A PART OF THE 10 AND GET 10% OFF

Book your holiday event starting November 14th for 10% off:

Happy Holidays,

Luvballoons

Email 2

SUBJECT: DON'T MISS OUT ON THIS SPECIAL HOLIDAY OFFER 🎈 🎉

Give your family and friends the most special gift of the season: a celebration to remember provided by Luvballoons!

Luvballoons specializes in holiday party balloons and memorable backdrops.

BOOK NOW FOR 10% OFF

Party balloons are a great way to kick off your holiday season at any Christmas, Hanukkah, or New Year event! Choose from any of our select holiday colors and designs. Upgrade your experience by adding party balloon columns or single floating balloons.

THE PROMOTION ENDS ON DECEMBER 1ST

Book your holiday event now for 10% off!

Happy Holidays,

Luvballoons

Email 3

SUBJECT: ONLY 10 DAYS LEFT TO GET 10% OFF SPECIAL HOLIDAY PARTY BALLOONS

Hello party people! There are only 2 spots left for our holiday party balloon special! Book your holiday event with Luvballoons by December 1st!

Luvballoons is an all-inclusive, people-first-party balloon brand specializing in unique holiday fun. Our select holiday colors and designs range from traditional Christmas red and green to beautiful blues to celebrate your Hanukkah event. Our New Year selection of gold, silver, and black is the best way to commemorate the start of a new year!

THE PROMOTION ENDS ON DECEMBER 1ST

Don't miss out on this special holiday opportunity! Let's celebrate your holiday together



Book your event for 10% off below:

Happy Holidays,

Luv Balloons

Email 4

SUBJECT: OUR BOOKS ARE NOW CLOSED. PRE-BOOK YOUR UPCOMING EVENTS FOR 2023 AND GET \$50 OFF

Our 10 for 10% off holiday special is now closed. Thank you to everyone who booked your holiday event with Luvballoons!

If you missed out on this offer, don't stress! You can pre-book your upcoming events for 2023 below:

We look forward to kicking off the new year with fun and fresh, completely customizable party balloon designs.

Get \$50 off your next event by pre-booking for 2023 with code NEWYEARBALLOON. Offer lasts until December 31st at MIDNIGHT 🎉

Birthdays, memorials, school celebrations, and MORE... Luvballoons celebrates it all.

Happy Holidays,

Luvballoons

Email 5: End of Year Follow-up

SUBJECT: HAPPY NEW YEAR PARTY PEOPLE 🎉🎊 WE CAN'T WAIT TO CELEBRATE AT YOUR 2023 EVENTS!

If you haven't yet, check out our Instagram for new and exciting posts and reels highlighting your special holiday events. Please give us a like and share your events with friends and family! Save \$20 when you refer a friend. (Referrals can be added during the booking process).

We can't wait to celebrate with you at your 2023 events!

Happy New Year,

Luvballoons

Financial Services and Counseling with Jessie Bahlk

Email 1

SUBJECT: ARE YOU HOPING FOR A FINANCIAL BREAKTHROUGH?

I used to sit up all night anxiously thinking about what bills to pay and what essentials take priority this month- wondering if I can provide enough for my family- and if not- what happens to us?

I was up to my eyes in credit card debt. I knew something had to change, but I just didn't know where to start.

I felt like such a failure.

With the last bit of money I had left over from that month's expenses, I met with my now mentor- a financial expert and advisor- and decided to turn my life around. Over the course of a year I learned about investment accounts, HYSA's (high-yield savings accounts), how to optimize my income, and even considered options for additional sources of income.

And with my help, you can do the same.

Stop hoping for a financial breakthrough and HAVE a financial breakthrough. Contact me today for a complimentary audit of your current finances and spending.

Jessie Bahlk

Email 2

SUBJECT: YOU ARE THE ONLY ONE HOLDING YOURSELF BACK

Stop postponing your financial breakthrough and contact me, Jessie Bahlk, today! I'm a financial expert offering a variety of financial services and counseling. Book with me today for a complimentary audit of your current finances and spending.

Together we can commit to bettering your financial habits. With the right investment skills and family-friendly budget expertise, your financial breakthrough may be right around the corner.

YOU are the only one holding yourself back. No more fear of the future and unnecessary tension in your relationships. Contact me today.

Jessie Bahlk

Email 3

SUBJECT: BE A WINNER 💰

Let me tell you a story about my former client, Abbey Penning.

Abbey, like many other post-college graduates, graduated with a tragic amount of student loan debt. To Abbey's disadvantage, this debt was the only form of credit to her name. She had never owned a credit card, never taken out a personal or car loan, and claimed to know nothing about investing. Abbey graduated college with nothing but a potential job prospect and one last paycheck from her summer internship.

Where is Abbey now, you might ask? Abbey is on her way to becoming a debt-free, investment-savvy kindergarten teacher about to purchase her first home.

How did Abbey do it? She didn't get to this point by taking a multimillion-dollar job; she got here by putting in the hard work and investing in herself FIRST.

Contact me today to set up a complimentary audit of your finances and spending.

Jessie Bahlk

Email 4: Response to Newly Registered Clients

SUBJECT: WELCOME TO THE START OF YOUR FINANCIAL JOURNEY 🎉

Congratulations! You just did the hardest part of starting your breakthrough. You STARTED. You're already further ahead than you can imagine.

I can't wait to get to know you and discover your personalized plan for a financial breakthrough.

During your financial and spending audit, we will discuss your net worth (with ZERO shame) and your short-term and long-term financial goals- defining what "luxury living" means to you. You will receive a complimentary fool-proof budgeting booklet and the opportunity to work with me monthly to better your finances at a discounted rate.

You can rest easy knowing that you aren't alone. I'm here to support you and bring you into a community of others on the path to a financial breakthrough. If you would like to join our Facebook group and chat with others in similar situations as you, please do so below.

I look forward to meeting you! And again, CONGRATS.

Jessie Bahlk

Blogs:

[10 of the Most Popular Consumer IoT Devices in 2023.](#)

[5 Basic Lash Extension Tips to Keep Your Lash Extensions Full and Fresh Everyday.](#)

[Secured Cards: Pros and Cons.](#)

[How to Choose a Cashback Credit Card.](#)

Lead Magnets

Jessie Bahlk Website

Headline: Discover the Key to Financial Freedom in Just 6 Steps

A free assessment to *find out your money personality*, taking you one step closer to **financial freedom!**

Understanding your money personality is the key to **understanding your finances**. Get *smarter*, get *richer*.

Are you ready to get one step closer to financial freedom by learning all about your money personality?

CTA Button: FIND OUT NOW

Art by Leanne Website Pop-up

Pops up via the website

Want to stay up to date on what's new in the art community?

CTA Button: STAY IN THE LOOP

Sign-up for my monthly newsletter to receive frontline art news and to learn about new promotions.

Dragonfly Baby Clothing Website Pop-up

Pops up via the website

Stay in the loop on new colors and designs, site sales, and more! 10% off your first purchase by signing up with your email below:

CTA: Get your 10% off discount code (space to enter email below)

Landing Pages:

Business Bites

Headline: TASTE SUCCESS WITH FBA PRODUCTS THAT SELL

Subheadings:

We will show you the top searches for products in your niche, taking into account your personal interests and market goals.

Find beginner, budget-friendly products that are the high quality your customers deserve.

Get instant access to the most reputable products for your Amazon business.

Body Copy:

Who we are:

We are an Amazon FBA consultant company here to make your business successful.

Business Bites has all the ingredients you need to start your Amazon business today. We have the perfect formula to find and source the best FBA products your customers will love.

CTA:

Success is on the way. Can you taste it? We make it easier than cake.

CTA Button: GIVE IT TO ME

Testimonials:

“Thank you so much Business Bites for helping me choose products for my FBA business! I’ve been selling for just 6 months and I’m already a “Best Seller!” I could not recommend them more.”

“The cool thing about Business Bites is that they offer actual assistance, not just blogs and articles on popular products. I was able to sit down virtually with a consultant, discuss my goals and concerns, and confidently choose the best product for my business.”

“Highly recommend using Business Bites for your startup Amazon business. They make your product launch seamless.”

Business Bites is committed to helping you build an FBA business with products that sell. We offer you the most innovative tools and sought-out resources upfront to start your business out on top.

Seriously, what are you waiting for?

CTA Button: I'M READY

Sales Funnels

Sticky Fingers Sticker Co.

Headline: GET YOUR FINGERS STICKY WITH OUR STICKERS

Does your water taste stale? You’ve seen others have their thirst quenched- their beautifully decorated bottles pressed to their lips- don’t you want that?

Are you often humiliated at coffee shops when you pull out your plain, stickerless laptop?

Do you subject yourself daily to a bland life that could be eliminated by a little personality?

Sticky Fingers Sticker Co. has all the personality you need. We have a wild selection of stickers ranging from postcard small to bumper sticker large. Choose your favorite stickers from our select categories, or custom make your own.

Make a statement everyday without ever having to open your mouth.

Testimonial:

“Sticky Fingers has been my go-to for gifts ever since I stumbled across their website. They have a sticker for everyone! I got my sister some flower power stickers and myself a Lilo and Stitch sticker for my water bottle.”

“I used Sticky Fingers to order my grandson superhero stickers for his Christmas stocking. They had so many to choose from I had to ask his mom which ones to pick! He was so happy and put his stickers on his school notebook.”

“Sticky Fingers is the first sticker company I’ve stumbled across that caters to the anime community. They have all of the classics and surprisingly some of the newer anime series that haven’t even been dubbed yet. I’ll definitely be ordering from them again!”

“I made custom stickers of my new business logo to put into vendor launch packets. They were a huge hit! I’ve even seen one of my stickers on a client’s laptop at a random cafe. So exciting.”

Show the world who you are, one sticker at a time.

CTA: GIMME GIMME

How I Built a Sustainable Business Without Compromising My Paycheck: An Ebook by Deliah Cross

Build a Business that’s Big on Profits AND Sustainability

I always chuckle when my coaching clients say, “I want to start a business, but I’m worried about my carbon footprint.” Or when they ask me, “How do I know if and how my business choices impact the world around me, even the virtual ones?”

If you are asking these questions, you’re already on the right track. Making your business an eco-conscious one may sound overwhelming but it doesn’t have to be!

SUSTAINABILITY DOES NOT MEAN LOW PROFIT

I know a huge fear for many of my coaching clients is centered around prosperity. The good news is that sustainability does not mean low profit! I will never give you advice that I wouldn’t take myself. Providing for yourself, your family, and your staff is NECESSARY, and you will not have to give that up.

YOU CAN CHOOSE SUSTAINABILITY AND SUCCESS

As a fellow entrepreneur, I could never tell you to walk away from success. If you have systems and processes that work for you, keep them! Don’t fix what’s not broken, right?

But what if I told you that you could IMPROVE your systems by making them more energy efficient? Or that you can increase success by giving others something to believe in.

IN ORDER TO GO WASTELESS, YOU MUST LEARN TO WASTE LESS.

My e-book, for example, is a way to waste less of our natural resources. It's a paperless book! Not only does this make my book more accessible to my readers, but it's more affordable for me AND you, who may purchase it.

I, Deliah Cross, with a Bachelor's Degree in Sustainability and a Master's in Ecology, have started my own business based solely on helping other entrepreneurs guiltlessly create the business of their dreams. I teach the practicalities of sustainability, and how choosing to be eco-conscious will boost your profits and drive your success.

If you are a part of the sustainability community, you are familiar with controversial topics such as; solar power, NFTs, bamboo versus cypress printing, and so many other topics and how they affect our carbon footprint. Together we will take a deep dive into the areas that directly impact your business's ability to better the planet or more importantly, prevent your business from further damaging our already fragile ecosystem.

If I can do it, why can't you?

AWARENESS IS KEY!

The idea of full sustainability is intimidating and honestly not entirely obtainable. Instead of looking at the entire picture, we will go step by step, evaluating your business through the narrow lens of eco-consciousness.

To be eco-conscious is to understand your unique role as a human being here- on this planet. It is a state of mind, a higher wavelength of acknowledging that everything and everyone is connected to the earth and that we are to strive to protect it.

BUILD A BUSINESS YOU CAN BE PROUD OF.

Build a business that respects Mother Earth while maintaining prosperity and fulfilling your purpose as a business leader.

Don't limit your title by minimizing your impact.

USE YOUR VOICE! USE YOUR RESOURCES. ADAPT AS YOU LEARN.

You are an entrepreneur AND an environmentalist.

You don't have to choose one over the other.

I am proud to say that I have almost entirely adjusted my business to full sustainability, accepting that I cannot change the progression of technology; but I can use it to my advantage. By leveraging technology and making my business completely virtual, I am significantly reducing my use of disposable elements.

Testimonials of past clients, Beta Readers, and my publisher:

"Deliah has brought so much life into my business. Striving towards sustainability has brought my staff closer together and given them, and myself, a sense of purpose that wasn't there before I started coaching with Deliah. Everything has changed for the better!"

"Thank you so much, Deliah, for the change of perspective. I can honestly say that I didn't believe it when you told me I could profit from my business AND strive to be an eco-conscious businesswoman. But here I am! Making 10k more this year annually than I have any year before. You've given me a business that our sponsors are proud to stand behind."

"Helping Deliah write and edit this book has blessed me in so many ways. There are so many gold nuggets of wisdom and practical advice for business leaders in all stages of life. I couldn't recommend this book more. Whether you have considered sustainability or not- if you identify as an entrepreneur, this book is for you."

"This e-book has totally shifted the gears of my business. I originally read this book as a favor to my dear friend, Deliah. Now, I'm hooked! I find myself referring to this book before I make any new business decisions. *How I Built a Sustainable Business Without Compromising My Paycheck* offers practical and tangible advice to those looking to start or incorporate sustainability into their business."

"Deliah is a true visionary. Most of us grow out of our dreams. At some point, we decide that our inclinations are foolish and it's time to grow up. Not Deliah. She decided to make her dreams a reality and make those dreams available to everyone else."

This could be you! It's time to start evaluating your business endeavors and make the decision to go green and choose success. You do have both!

CTA: GO SUSTAINABLE

CTA Button: PREORDER NOW

I have had strong convictions about how my choices affect the planet, even since I was a little girl. My parents used to call me their 'little tree hugger.' I would watch documentaries, read books, and even use Christmas money to make donations to wildlife sanctuaries.

As I got older, my passions expanded, and I knew that I had a higher calling to act on. So here I am- changing the lens through which we look at our world- paving the way for young entrepreneurs to make our world better, without sacrificing their paychecks.

With my e-book, you will learn all about my processes and how I built my business as an environmentalist. I spill all of the secrets that the business world doesn't want you to know- and all of the truths Mother Earth is trying to tell us.

Book excerpt: There is always a better way- a better way of existing, a way of harmony. Create the business of your dreams. Create a business that you're proud of and inspire others to make these changes.

Be a part of the movement. Make the change. Choose sustainability.

Big or small, your actions matter. So make your business matter.

CTA: BE THE CHANGE

CTA Button: PREORDER NOW

Facebook Ads

Business Bites: an Amazon FBA product consultant company

Find and Select the Best FBA Products:

Success you can taste.

CTA: TELL ME MORE

Sticky Fingers Sticker Co.

Custom, Classy, and Cool Sticker Designs...

10% your first order. FREE SHIPPING on Bundles..

CTA: SHOW ME

Eve & Plant Co.

I became a plant person just so I could purchase these pots!

What's New? | Shop New Pots and Vases

CTA: SHOP NOW

Half-Baked Dog Chews

Took my pup of 3 years on her first walk today after just one chew...

Get \$5 with the promo code: HALFBAKED5

Chill the dog out

CTA: SHOP NOW

Suggies out West: a small business that makes sugar glider cage accessories and treats

Suggie Parents! Say hello to your glider's new favorite puzzle. Our new collection features all of the beautiful colors found in a West Coast sunrise.

SUGGIES OUT WEST | PLAYHOUSE PUZZLES

CTA: Browse our products

Websites

jessiebahlk.com | Single Page Site financial counseling

Headline:

Are you in debt? Lost when it comes to personal finance? Does the thought of investing overwhelm you?

Face your fears with me, Jessie Bahlk

Start Your Journey Toward Financial Freedom

Set up a free virtual audit to discuss your personal finances with me, a financial expert, from the comfort of your own home. We will start by evaluating your monthly spending-to-income ratio and calculate your net worth- **Judgment-free!**

You Don't Have to do it Alone

Take control of your finances today. Sign up for my 6 month course where we will break down your expenses and create a complete financial strategy to help you **reach your goals.**

Join Me and Countless of Others on the Road to Financial Freedom

Your finances should benefit you, not hold you back! Be a winner and **leverage your finances** in a way that suits you. Don't lose out on the opportunity to take control of your finances.

4 Steps in 6 Months. A Complete Financial Strategy Made *Just for You*.

Evaluate and Refine

We'll start by reviewing your current financial state. Are you struggling to make ends meet? Let's figure out why.

Where Are You Headed?

Do you want to learn how to invest? Are you trying to save for retirement? Maybe you want to travel more or simply give your family a comfortable life. Let's discuss your options and list and define your top 3 goals.

Step into Action

The best way to learn is through action. I will walk you through your goals and even take those first few steps with you.

You are not alone. You are capable. Take control of your finances today.

ARE YOU READY?

CTA Button: Count me in

About Jessie

Jessie Bahlk is a financial counselor offering a variety of services to help you level up your finances and start living the life you've always wanted. Jessie isn't your typical financial guru. He started at the bottom: lost, in debt, and on the verge of losing his family. Jessie knows what it's like to barely get by using his last bit of extra income on a financial advisor. The rest is history. Jessie now wants to share his success with others, including you.

Find out more:

Contact Jessie Today

Art by Leanne

Home/Service Page:

Take your brand deeper, give your company a voice, and make an impact on your community with custom art designed for your space. Here, at Art by Leanne, we bring your visions to life-making your company or business a direct reflection of your heart.

Services: (Clickable images of each service with descriptions to the right of the image)

- Paintings: Contemporary artwork made to order. Paintings are windows to other worlds. Liven up your space with paintings, available in different shapes and sizes.
- Murals: Increase foot traffic by giving your community a new and vibrant attraction. Make your brand a part of your community's identity.
- Collages: Do you have so many ideas and goals you don't know how to narrow them down? Create a show-stopping collaboration of all the things your brand identifies with. Tailored to display on a website or printed to canvas to be used as a tapestry.
- Graphic Design: With a Master Degree in Graphic Design, Leanne is an expert at web design, logo creation, and more. Your online experience should make an impact.

Share your ideas or reach out to say hello!

(Contact Form)

"About the Artist" Page:

About the Artist

Leanne is a mixed-media artist who loves to create work with a purpose. Leanne's work is thematic of metamorphosis and rebirth and shows playful experimentation with the botanical.

For several years, she considered herself a fine artist, working primarily with traditional mediums- but recently has discovered a passion for graphic design and has transitioned her work to a more digital basis. She loves studying artistic processes and experiments with various design elements throughout her work. She remains aware of textures, patterns, imagery, and anything else visual that speaks to her.

Leanne now considers herself a versatile artist- open to trying new things and is always seeking opportunities to express herself. While she still paints murals and has a knack for mixed media, such as collages, Leanne heavily identifies as a graphic design artist.

Beneath the Surface

Leanne was born in Rio Grande, Tx, and moved to Houston, Tx with her family at a young age. The diverse city of Houston has always felt like home, and it's where her life has taken root.

Leanne has always known she was destined to be an artist, but what she didn't know was that the path there would take her on such an unexpected journey- a journey of pain, the harsh reality that sometimes, bad things do happen to good people, and required acceptance of the circumstances dealt to her by the universe.

Through a new-found faith and a relentless hunger for revitalization, Leanne worked to change her life. That dark and defining period unfolded the transformative energy that now defines her

life- and her art. Leanne dove deep into learning about the power of the mind and took to studying neuroplasticity- our brain's ability to change through growth and reorganization- and how one's thoughts become our reality. In order for her physical world to change, she first had to change within.

Leanne became enamored with the world of botanicals and the lessons nature teaches of rebirth and growth. Her work now embodies flora motifs centered around the meanings of blooming and becoming and is representative of rebirth and the resilience of those who continue to push past circumstantial obstacles. Today, Leanne is flourishing- and is learning to enjoy the processes of life, allowing what may be to unfold naturally- at its proper time.

In this ever-changing world of ours, Leanne wants you to know that good things can bloom in dark places. And that new beginnings are just beyond the horizon. She would tell you to choose love, believe in yourself always, and find encouragement in WHO you are.

A message from the author herself: Keep going and keep thriving!

Contact Page:

For collaborations or questions about pre-made art pieces please fill out the form below:

(Contact Form)

Leanne Duncan
(Email)

Dragonfly Baby Clothing

Homepage:

DRAGONFLY

Dress your little in the colors of nature: timeless clothing that can be worn separately or layered, giving your baby a wardrobe for all seasons.

DRAGONFLY MAKES YOUR BABY'S WARDROBE SIMPLE YET STYLISH.

Dragonfly is passionate about making baby clothing simple yet stylish. View our baby basics in our five favorite color options, curated patterns and seasonal color options.

About Page:

Dragonfly Baby Clothing was inspired by our founder Claire Maynard, while living near the marshes of Savannah Georgia. Claire began to hand make her daughter's clothing using the colors of the land and seasons surrounding her. Friends and family began requesting her clothing for their babies, and eventually Claire launched an Etsy business that grew into a nationally recognized brand.

Now, Dragonfly is mass produced in a warehouse that is still located in Savannah, Georgia. We use 100% cotton to give your baby comfort that lasts. All of our clothing is machine washable and dryer friendly.

Embrace the colors of nature by dressing your baby in Dragonfly.

Product Page:

Browse our selection of naturally beautiful baby clothing inspired by the marshes of Savannah, Georgia.

Give your baby a timeless look offering all of the natural comfort of 100% cotton-made clothing.

CTA: CHOOSE TIMELESS

SHOP DRAGONFLY BELOW

Contact Page:

Want to know more?

Contact Dragonfly about our products or subscribe to our newsletter by filling out the contact form below:

(Contact Form)

For inquiries about an order or return, please email our sales team at (email).

LinkedIn Articles

CFO B2B Business (anonymous)

It can be difficult juggling all of the tasks necessary to keep my business running, especially with the more mundane, time consuming tasks. I know many of my fellow business owners feel the same way. The great news is that we don't have to be solely

responsible for the needs of our businesses. Delegating tasks will allow you to focus on the more pertinent aspects of your business while saving you time and money.

Outsourcing: What is It and Why is It Important?

Outsourcing is when a business hires a third party to perform a service or provide goods. This can be a great tool for businesses like ours, especially if you find yourself struggling with time or resources.

Outsourcing is nothing new... in fact, you probably have more experience with it than you think.

You may have had a negative experience with outsourcing. Most of us, at one time or another, have found ourselves struggling to remain calm while on the phone with a call center based outside of the U.S. after contacting our phone or internet provider. Experiences like these can be frustrating, and leave a bad taste in our mouths.

On the other hand, you may have experienced the upsides of outsourcing; perhaps you pay someone to handle your tax returns. The time and labor of a U.S. tax preparer come at a high cost, higher than we typically pay. This is because most financial firms use a "back office-" support staff found outside of the company- to complete the return on their behalf, significantly reducing the cost of labor. A win-win for both the tax preparer and the client.

You may be surprised at how many CPA and legal firms outsource tasks like data entry and form preparation- some taking advantage of the lower wage cost of workers outside of the U.S.. Many types of services can be outsourced:

- Marketing material development
- Content development
- Accounting
- HR
- Administrative tasks

As a business leader, it's important that you're able to focus on the key components of your business; what drives revenue and how to keep your costs low. A business owner should use outsourcing as a way to optimize productivity at a lower cost. I suggest outsourcing anything that doesn't bring strategic advantage to your operations; or simply, tasks that don't directly impact your income. Outsourcing allows you and your team to pour into the foundation of your business, while still fulfilling external needs.

My two big impressions are:

1. You can outsource the tasks you hate

Let's be honest, there are aspects of owning a business that we just downright hate- and that's okay! You can't expect yourself to enjoy every task. I'll say it louder for those in the back: You can outsource the tasks you hate doing or prove to be massive time-sucks.

Managing email marketing, calendar management, travel bookings and coordination, and much more can all be done through a virtual assistant or by utilizing platforms such as Fiverr, Upwork, and LinkedIn.

2. You can outsource the tasks you don't excel in

We're taught growing up that we need to try harder at things we don't do well. As a business owner, I find that honing in on my strengths and delegating the tasks I don't excel in gives me the most leverage to succeed. For example, I encounter many business owners that are not financially savvy so they hire my firm, Profits Focused, to assist them in financial strategy and business development.

You may be wondering, "Where do I start?"

I suggest business owners consider looking into fractional executives- part-time leaders- to assist them before hiring someone full-time. You may realize that a task you find time consuming, a fractional executive can accomplish within a part-time capacity, thus saving you some time and money. Outsourcers can also bring a level of expertise to the work, oftentimes having a skilled background on the subject matter.

It's also important to create a job description for the function and role you want to outsource. If you don't know what you need, how will your outsourcer? To avoid receiving back work you aren't happy with and the disappointment of hiring the wrong person, create a clear and concise job description.

As a business leader, you must be able to recognize your strengths and weaknesses and to recognize what it is that makes your business tick. What can you improve through outsourcing? What task, if added to your business model, can take your business to the next level?

I believe you all have what it takes to outsource successfully.

