



October 10, 2022

To Whom It May Concern:

We consulted with Dr. Michael Pettiette to maximize our marketing channel effectiveness as well as our organizational structure. In a short time, we have seen a six-figure savings on our marketing spend, while also seeing an increase in our marketing attribution metrics. Additionally, we have revolutionized our marketing organization, making us more efficient as we added headcount while still realizing savings within the organization. We are now more strategically positioned for growth and stability in an ever-changing industry.

Afterburn Coaching is the 2nd largest Franchise Owner of Orange Theory Fitness (OTF) in the USA. Afterburn Coaching oversees marketing and operations for 90+ OTF Studios across the states of Texas, Florida and Washington.

I highly recommend the services of Clever Cat Consulting, and I look forward to continuing to work with Michael in the future.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kate Klein'.



Kate Klein *Regional Director of Marketing*

Afterburn Coaching

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