

# Exhibit A

# CLARK HILL

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January 16, 2020

*via E-mail to mdamian@dvllp.com*

Melanie E. Damian  
Damian & Valori LLP  
1000 Brickell Avenue  
Suite 1020  
Miami, Florida 33131

Dear Ms. Damian:

In the simplest terms, Today's Growth Consultants, Inc. ("TGC") operates and manages over 1000 revenue generating websites. The legacy websites (i.e. non-Shopify and non-Facebook) in its portfolio depend on traffic from Google and other search engines. Those search engines, as well as all social platforms, react differently to inactivity. Drastic drops in content pace (amount of posts published daily, weekly or monthly), in marketing (other websites that link to or share content), and in social signals (amount of times per week a piece of content is shared through social platforms) all affect TGC and its clients (hereinafter "site owners"). There are critical steps that must be taken in order to maintain TGC's and its site owner's traffic, revenue and equity.

## **Traffic Analytics Report**

This report needs to be run daily. The report will show how traffic revenue and site owner equity is and has been affected since December 30, 2019.

## **Shopify E-Commerce Stores**

Hopefully, these stores have not been turned off. If they have been, they need to strategically be turned back on. This will cost TGC next to nothing but will immediately begin generating revenue. For example, the DonaldTrumpCollectibles store will generate approximately \$4,000 per day. In order to do this, the Receiver should contact Cody Neer of 727. Mr. Neer can also lead the efforts to forward traffic from over 1,000 legacy websites under management to the new Shopify E-Commerce sites. Additionally, the Receiver will need to negotiate and enter into affiliate agreements between the legacy websites and Shopify stores.

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**Facebook/Social Assets**

Establish a minimum content rotation to keep the millions of social followers engaged.

**Information Based Websites**

Cross reference the portfolio's top 100 trafficked websites with corresponding Shopify stores.

Establish an affiliate agreement between each website and a corresponding Shopify store.

Connect the websites.

Continue to write strategic content (the cost of which should be minimal in comparison to the upside revenue flow maintained).

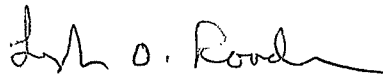
**Review Based Websites**

These sites need to be maintained with at least one-third of the prior content pace or they will be placed in a version of the "Google Sandbox." The Sandbox is a short-term penalty box where Google temporarily lowers the websites rankings while it waits to see if the prior content pace will return. The cost for this content is only a few hundred dollars each month.

Again, these steps are essential to the prevention of revenue, traffic and equity loss for TGC and its site owners. Please don't hesitate to reach out if you have questions.

Very truly yours,

CLARK HILL PLC



Leigh D. Roadman

LDR:ljs

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