

Post Tony Lorenz — Inflection Points & Executive Decision-Making

✓ You do not need a dedicated **Tony Lorenz** page to participate. You may post from an existing **entrepreneurship, business strategy, founder, executive leadership, private equity, M&A, or business growth** content page.

CAMPAIGN GOAL

This is a targeted authority campaign distributed through third-party creators. It is not a follower-growth campaign.

The goal is to:

- Expand Tony Lorenz's reach through third-party short-form content.
- Introduce Tony's ideas to founders, CEOs, and PE-backed leaders.
- Establish Tony as an authority on business inflection points and leadership during periods of major change.
- Generate qualified interest in Tony's complimentary Inflection Point Advisory Sessions.
- Drive qualified viewers toward Tony's application page.

Clips should position **Tony Lorenz** as a compelling authority on:

- **Business inflection points, and recognizing when a company is standing at one**
- **Turnarounds and transformation: PRA, from a \$65M break-even business to a profitable \$200M enterprise in four years**
- **Programmatic M&A and integration: buying out franchisees and outside firms and building one company**
- **Growth ceilings in a maturing category, and moving a business upstream to the client's revenue line**
- **Executive decision-making about AI: giving the technology a role as a partner rather than a leader**
- **Leading through ownership change and post-merger integration**
- **Building a leadership team strong enough to run the business without the founder in the room**
- **Founding, scaling and selling a business: ProActive to Freeman, and Bob TV to PCMA**

Content should feel native to social media — not like a branded advertisement.

AUDIENCE-FIRST CREATIVE PRINCIPLE



Every clip should have a clear intended audience. Tony's is:

- Founders
- CEOs
- PE-backed leaders
- Senior executives responsible for major business decisions
- Leaders navigating significant business inflection points, transitions, turnarounds, growth challenges, M&A, or strategic change

Do not select clips for maximum views alone. For Tony, a million irrelevant views can be worth less than a hundred thousand views from people who resemble his ideal client.

Before choosing a clip, hook, or caption, ask: would a founder, CEO, or PE-backed leader recognize this as a problem, decision, or situation they are dealing with right now?

The reaction you are aiming for is "this person understands the situation I am in." Where the footage supports a specific business, leadership, or executive framing, use it instead of broad motivational framing.

The clips should still feel native to Instagram and TikTok. They should not sound like corporate advertisements.

WHAT TO DO

Download approved footage from the official **Tony Lorenz** content folder and turn it into engaging short-form videos for TikTok and Instagram Reels.

Official content folder:  **Campaign 0802**

 **Only use footage provided in the official campaign folder.** Content taken from podcasts, websites, social profiles, YouTube videos, or any other source outside the approved folder may be rejected.

CONTENT TO FOCUS ON

Prioritise clips about:

- **Recognizing an inflection point: what Tony sees in a business that has just come through a merger**
- **The four-year turnaround at PRA, from \$65M and break-even to \$200M and nicely profitable**
- **Running a programmatic roll-up: buying out franchisees and outside firms and building one company**
- **What it takes for two similarly sized businesses to combine and still perform to plan**
- **When technology starts commoditizing what a category does, and why the answer is to go upstream**
- **Partner, not provider: tying the work to the client's revenue line and business outcomes**
- **Giving AI a role as a partner in a problem rather than a leader of it**
- **What AI does not have: taste, cultural feel, intuition**
- **Why what comes out of the technology is a solid draft V1 and never the finished decision**



- **Building a team that can run a \$4M program without the owner in the room**
- **Where the best education came from: sitting in the room while clients presented their own business**
- **Founding ProActive at 30, selling to Freeman, and a technology venture that arrived ahead of its time**

Look for moments that include:

- Strong or unexpected opinions
- High-stakes business decisions
- Contrarian perspectives
- Specific leadership problems
- Clear explanations of complex business situations
- Stories from Tony's operating experience
- Practical frameworks
- Memorable statements
- Moments that create curiosity among experienced business leaders

Creativity is encouraged. You may re-cut strong footage using different hooks, captions, pacing, on-screen text, or creative angles.

Do not select a clip only because it contains a generic motivational statement when stronger business-relevant footage is available.

HOOK IDEAS

Hook Strategy

Hooks should attract the right viewer, not the largest possible one. Favor hooks that surface a problem a founder, CEO, or senior leader is already dealing with.

Prefer “your company may have outgrown the way you’re running it” over generic framing such as “here’s something most people don’t realize.”

You are not required to use these exact hooks. They are examples of the style we are looking for:

- **Technology is forcing the hand of a lot of categories to find efficiencies. Whether we like it or not.**
- **The answer is to go upstream. Those things are not easily replaced by technology.**
- **AI is a partner. It is not a leader. You cannot just drag it up into an answer.**
- **What AI does not have is taste. It has no cultural feel. It has no intuition.**
- **Whatever comes out of the tech is always draft V1. It is never done.**
- **We were about \$65 million in top line and break-even. Four years later we were \$200 million and nicely profitable.**
- **Twenty acquisitions in four years. That explains my gray hair.**



- **Two similarly sized businesses came together and still performed to plan. That does not happen very often.**
- **We're partners. We're not just a provider of services.**
- **My team ran a \$4 million program and I did not even know what island it was on.**

Hooks must accurately represent what **Tony Lorenz** says in the video. Do not use misleading hooks that the clip does not deliver on.

Footage Notes

- The transcript in the folder is auto-generated and has errors in it. Check any year, rank, name or figure against the audio before you put it on screen or in a caption.
- Spell the companies the way Tony says them: Cohera, PRA, ProActive, Freeman, PCMA, Bob TV.
- In this interview the acquisition count is about 20, at PRA, over four years. The 37+ figure is his career total across every business. Do not mix the two.
- The closing stories are told at his own expense. The point of the island story is the strength of the team, not the mistake. Clip it long enough for that to land.

POSTING ACCOUNT GUIDANCE

Creators may post from their own Instagram and TikTok accounts. Where a creator has a choice, use the account whose existing audience is closest to Tony's market.

Preferred account niches:

- Entrepreneurship
- Business strategy
- CEOs and executive leadership
- Founder content
- Private equity
- M&A
- Business growth
- Leadership
- Management
- Corporate transformation
- Business podcasts
- Executive decision-making

Where a relevant account is available, avoid posting from unrelated entertainment, celebrity, gaming, meme, lifestyle, or general viral pages.

Follower count is not the primary measure of account quality. A smaller account with a business audience can be worth more here than a large account with an unrelated one.

Instagram and TikTok are where the clips get distributed. They are not Tony's destination, and this campaign is not built to grow an account for him.



ONE CAMPAIGN CTA

This campaign has one intended action: apply for a complimentary Inflection Point Advisory Session.

There is no Tony Instagram or TikTok account to tag, follow, or send people to. Those platforms are where creators distribute the clips. They are not the destination.

Do not add a follow, tag, DM, or visit-profile CTA before or after the approved wording. Do not write CTA variations, and do not shorten it into “book a call” or “learn more.” One call to action, one destination.

The path is:

Relevant audience → strong Tony clip → approved CTA → bio link → Calendly → advisory session

CAPTION REQUIREMENT

Every caption must include:

- A relevant takeaway or observation connected to the specific clip.
- The approved call to action, in the wording below, written in the third person.
- A direction to the creator’s bio link.
- Two to four relevant hashtags where appropriate.

The approved call to action is the last conversion message in the caption. Nothing follows it except hashtags.

Required Call to Action

End every caption with this wording. Do not reword it, and do not replace it with a follow or DM CTA:

If you’re a founder, CEO, or PE-backed leader navigating a major business inflection point, Tony Lorenz is currently offering a limited number of complimentary Inflection Point Advisory Sessions. Apply through the link in bio.

Third-Person Voice

Creators publish from their own accounts, so captions refer to Tony in the third person. The creator never writes as though they are Tony.

Do not write “I am offering,” “my advisory sessions,” “book a session with me,” or “I work with founders.”

Write “Tony Lorenz is offering,” “Tony works with,” “founders, CEOs, and PE-backed leaders can apply,” “apply through the link in bio.”

Recommended Caption Format

[Relevant observation or takeaway related to the clip]

[Third-person line placing Tony, where it fits]

[Approved call to action]



[Two to four relevant hashtags, if appropriate]

Example Captions

- **A category getting more efficient is not the same as a category getting more valuable. Tony Lorenz on why the answer is to move upstream.**
Tony Lorenz works with founders, CEOs, and PE-backed leaders navigating major business inflection points.
If you're a founder, CEO, or PE-backed leader navigating a major business inflection point, Tony Lorenz is currently offering a limited number of complimentary Inflection Point Advisory Sessions. Apply through the link in bio.
#founders #ceo #businessgrowth
- **\$65 million and break-even to \$200 million and nicely profitable, across about twenty acquisitions in four years. Tony Lorenz on what that actually took.**
Tony Lorenz works with founders, CEOs, and PE-backed leaders navigating major business inflection points.
If you're a founder, CEO, or PE-backed leader navigating a major business inflection point, Tony Lorenz is currently offering a limited number of complimentary Inflection Point Advisory Sessions. Apply through the link in bio.
#turnaround #mergersandacquisitions #privateequity
- **A partner, not a leader. Tony Lorenz on giving AI a role in the problem instead of handing it the decision.**
Tony Lorenz works with founders, CEOs, and PE-backed leaders navigating major business inflection points.
If you're a founder, CEO, or PE-backed leader navigating a major business inflection point, Tony Lorenz is currently offering a limited number of complimentary Inflection Point Advisory Sessions. Apply through the link in bio.
#ai #leadership #ceo
- **Two similarly sized businesses came together and still performed to plan. Tony Lorenz on why that is rarer than it sounds.**
Tony Lorenz works with founders, CEOs, and PE-backed leaders navigating major business inflection points.
If you're a founder, CEO, or PE-backed leader navigating a major business inflection point, Tony Lorenz is currently offering a limited number of complimentary Inflection Point Advisory Sessions. Apply through the link in bio.
#mergers #integration #executiveleadership

Caption Guidelines

- ✓ Keep the opening line relevant to the specific clip
- ✓ Keep captions concise and conversational
- ✓ Include the required call to action
- ✓ Use two to four relevant hashtags when appropriate
- ✓ Refer to Tony in the third person
- ✓ Point viewers to the link in the posting account's bio
- ✗ Do not use unrelated viral captions



- ✗ Do not make claims the client does not make in the video
- ✗ Do not use excessive or irrelevant hashtags
- ✗ Do not write captions as though the client personally posted the video
- ✗ Do not use first-person language such as “I believe” when referring to the client
- ✗ Do not use Tony’s original first-person CTA, or any wording that implies the creator is Tony
- ✗ Do not add a second call to action, including follow, tag, DM, or visit-profile

MANDATORY BIO LINK

The bio link is part of the campaign, not an optional extra. Where the platform supports an accessible profile link, the posting account’s active link must point to:

<https://calendly.com/tonylorenz-ceocoaching/new-meeting-1>

Do not ask viewers to copy and paste that URL out of a caption. The caption sends them to the bio link. The bio link sends them to the application.

Recommended bio structure:

Tony Lorenz | Inflection Point Advisor

Complimentary Advisory Sessions ↓

Do not use another destination. Do not point the link at Tony’s LinkedIn, Instagram, TikTok, or any other profile. Do not invent alternative URLs, and do not create tracking links unless the campaign manager provides them.

ON-SCREEN TEXT

On-screen text is encouraged when it improves the hook, clarity, or retention of the video.

Examples:

- **\$65M and break-even → \$200M**
- **20 acquisitions. 4 years.**
- **AI IS A PARTNER, NOT A LEADER**
- **No taste. No cultural feel. No intuition.**
- **Draft V1. Never done.**
- **Go upstream**
- **Partner, not provider**
- **“That does not happen very often”**
- **This is an inflection point**
- **When the team runs it without you**

Text must be clear, readable, and free of spelling or grammar errors. Aesthetic fonts are allowed as long as the text remains easy to read.

Brand Colours



If you add color to on-screen text, title cards, or backgrounds, these are the brand colors.

Dark #33322F

Light #F6F6F6

Brass accent #B98A3F

EDITING GUIDELINES

- Open with the strongest statement or moment
- Remove unnecessary pauses, filler, and introductions
- Maintain fast, natural pacing
- Add accurate and readable captions
- Use punch-ins, visual movement, and pattern interrupts when appropriate
- Keep the client's original meaning and context intact
- Prioritise retention over excessive effects
- Format videos vertically
- Export in high quality
- Make sure the client's voice remains clear

Background music is allowed as long as it does not overpower the original audio. Do not add unrelated third-party footage unless it is included in the official content folder.

REQUIREMENTS

POST SPECIFICATIONS

- ✓ Use only footage from the official campaign folder
- ✓ Target content toward founders, CEOs, PE-backed leaders, and senior business decision-makers
- ✓ Use third-person language when referring to Tony
- ✓ Include the approved call to action, word for word
- ✓ Point the posting account's bio link at Tony's Calendly application page
- ✓ Send viewers to that bio link in the caption
- ✓ Use accurate and readable captions
- ✓ Keep Tony's original meaning and context intact
- ✓ Video must be at least **20** seconds long
- ✓ Video must be formatted vertically
- ✓ **English**-language content only
- ✓ Posts must remain live for at least **30** days
- ✓ Likes and engagement metrics must remain visible
- ✓ Posts must comply with TikTok, Instagram, **Whop**, and FTC requirements
- ✓ Posting accounts should be relevant to Tony's target audience where possible



PERFORMANCE

- ✓ Minimum **0.20%** engagement rate
- ✓ Views and engagement must come from legitimate platform activity
- ✓ The page audience should primarily come from **Tier 1 and Tier 2** countries
- ✓ Posts must remain publicly accessible for campaign review
- ✓ No NSFW, violent, hateful, political, or unnecessarily controversial content

Views matter as a distribution signal, but raw views are not the measure of success here. A clip that reaches fewer people inside Tony's market can be worth more than one that goes wide to an unrelated audience.

Success is read across:

- Relevant reach
- Retention
- Engagement quality
- Audience relevance
- Bio link clicks
- Calendly visits
- Inflection Point Advisory Session applications
- Qualified applications

Social followers, profile visits and follows for Tony are not campaign KPIs. This campaign is not measured on his social growth.

Creators are not expected to know the job titles of their viewers. Content relevance and account relevance are how this campaign reaches the right people.

NOT ALLOWED

CONTENT VIOLATIONS

- ✗ Footage from outside the official campaign folder
- ✗ Captions missing the required call to action
- ✗ Misleading hooks that are not supported by the clip
- ✗ Invented quotes, credentials, statistics, or results
- ✗ Editing the client's statements in a way that changes their meaning
- ✗ Low-resolution, blurry, stretched, or poorly cropped videos
- ✗ Inaccurate or unreadable captions
- ✗ Excessive effects that distract from the content
- ✗ Content designed to embarrass, mock, or misrepresent the client
- ✗ NSFW, violent, hateful, political, or unrelated controversial content

CAMPAIGN-SPECIFIC VIOLATIONS

- ✗ Writing captions as though the creator is Tony
- ✗ First-person language that falsely represents the creator as Tony
- ✗ Using Tony's original first-person CTA in a creator caption
- ✗ Misrepresenting the creator's relationship to Tony
- ✗ Adding a second call to action of any kind, including follow, tag, DM, or visit-profile
- ✗ Replacing the approved call to action with "book a call," "learn more," or any other shortened version



- ✗ Sending viewers to a social profile instead of the bio link
- ✗ A bio link pointing anywhere other than the approved Calendly page
- ✗ Placing an invented or unapproved URL anywhere in the campaign
- ✗ Irrelevant viral hooks used solely to generate views
- ✗ Unsupported claims about Tony or his experience

ENGAGEMENT FRAUD

- ✗ Purchasing views, likes, comments, shares, or followers
- ✗ Using bots, click farms, engagement groups, or artificial traffic
- ✗ Paid boosting, TikTok Promote, Instagram Boost, or paid advertising
- ✗ Posting unrelated viral content to farm campaign views
- ✗ Using misleading thumbnails or captions solely to bait viewers
- ✗ Story boosting intended to artificially inflate campaign performance

SPAM AND DUPLICATION

- ✗ Posting the exact same edit repeatedly on one account
- ✗ Posting identical videos across multiple accounts you control
- ✗ Re-uploading another clipper's edit
- ✗ Submitting videos with only minor changes to captions, colours, or music
- ✗ Flooding an account with low-effort variations of the same clip

Each submission should use a meaningfully different hook, piece of footage, edit, or creative angle.

POST VIOLATIONS

- ✗ Removing or making the post private before 30 days
- ✗ Hiding likes or engagement metrics
- ✗ Removing the required call to action
- ✗ Deleting and reposting a submission to reset its performance
- ✗ Submitting content that cannot be publicly reviewed

IMPORTANT CREATIVE DIRECTION

The best clips will feel like valuable business content that happens to introduce Tony, not advertisements for Tony. The viewer should:

- Recognize a problem or situation they are in
- Find Tony's perspective useful or worth thinking about
- Associate Tony with business inflection points and executive decision-making
- Become curious about his work
- Have a clear path to apply for an advisory session if they are qualified



The content earns the attention first. The call to action provides the next step. Do not force promotional messaging into the opening of a clip, and do not make every clip sell the advisory session.

QUESTIONS

For questions about footage, submissions, approvals, or campaign requirements, contact the campaign management team directly.

Do not contact Tony Lorenz personally regarding campaign submissions.