



J. A. Taylor & Associates, Inc.

Personal and Corporate Training & Development

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Mr. Scott Kelly
Marketing Specialist
The Marketeer
343 Bearcat Drive
Salt Lake City, UT 84115

Dear Scott,

I wanted to write and let you know what a tremendous response I have received during my first week of combined Marketeer and radio advertising.

As you know, I provide sales training and business development for sales professionals and business owners. One of the challenges that I have faced is getting my name in front of my prospective clients. I thought a quality business article on my company, combined with radio spots might help to increase my name recognition, so that there would be a more positive response to my other marketing efforts.

However, the direct response to the Marketeer/radio campaign has been far beyond what I would have expected. I have kept records of inbound phone calls that I've received directly from this campaign and am surprised at the immediate and positive results.

Even with a holiday on Monday of the first week, I received 23 phone calls from the campaign, plus several letters and faxes from business congratulating me on the excellent article and requesting me to contact them. I was able to disqualify 5 of them on the phone, set appointments with another 12 and have follow-up actions arranged with the remaining ones. Already into the second week, the results are similar.

I am excited about the immediate results and also knowing that I now have a Marketeer article that I will be able to use on an ongoing basis. Not only is this article sitting in thousands of businesses, but I have access to reprints that I can send to prospective clients whenever I wish. The double impact of both Marketeer and radio is a combination that I will be using for a long time into the future.

Warmest Regards,

A handwritten signature in black ink that reads "Jeff Taylor". The signature is written in a cursive, flowing style.

Jeffrey A. Taylor
President