



Turning Goals into Reality

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Dear Jill-

When we first met to discuss your acting as a substitute for me, I had no specific plan to interview Excelvation about upgrading my website. I wanted to modify my website so it would become a channel for reaching a key target market, but I had been procrastinating because I did not know where to start. Interviews with website developers left me uninspired.

When I spoke with you, I realized that what I really needed most was a website marketing strategy! With that realization, the value of the website upgrade was apparent and the decision to choose Excelvation was easy. Once we developed the marketing strategy, I reached my second hurdle, which is presenting SynRG's information so it will attract, not repel, prospects. Since my writing background is technical and procedural, writing compelling copy is not my forte! I was overjoyed that you took my content and gave it a marketing spin. You always guide the content using sound marketing and search engine optimization techniques.

The result is that, even though it is still a work in progress, my website activity is substantially increased! I also received positive feedback from potential clients regarding the content. Most importantly, my website is now an integral part of my strategic plan! For a Business Coach, that is critical!

Jill, I genuinely appreciate the talent and website marketing expertise that Excelvation provides. I enjoy working with you and plan to continue our partnership on the website. Because it is based on marketing strategy, thanks to Excelvation, I know that my website will be a significant channel for continued business growth. Thank you.

Sincerely,

A handwritten signature in blue ink that reads "Jackie White". The signature is written in a cursive, flowing style.

Jackie White
President