

SALES DIAGONAL



PROVOKE RESULTS

3461 Sunderland Circle NE
Atlanta, GA 30319

O (770) 986-8216
C (678) 296-5187

www.salesdiagonal.com

Annette.curtiss@salesdiagonal.com

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Excelvation
6075 Atlantic Boulevard, NW Suite K2
Norcross, GA 30071
ph. 404-327-5151
fx. 770-216-1859

Dear Jill,

When I first met you in the fall of 2007, I had no idea the impact you would have on my company, from introducing me to Power Core to transforming my company message from a disjointed mess to a Marketing Strategy with a clear and integrated message. I came to you with the intent of hiring you only for search engine optimization. Little did I know I was about to embark upon a new journey which would take my company to a new brand, new logo and new website!

I knew you were good at your work but I didn't fully appreciate your talent until I hired you to create a new brand and logo for my company. The branding process was fascinating to say the least. From the three hour word association session with you and Wendy Kinney to the final "unveil meeting" where I learned what my new company name would be called. I am still amazed that you were able to create a new name and brand for my company simply from the data gathered from our word association session.

Your questions are so thought provoking that you challenge me to think beyond the surface to my very core. I especially like the additional service you provide me at no additional charge: keeping me on track and keeping me focused by continuing to question if my ideas are part of my business plan.

Jill I greatly appreciate all you have provided me, both personally and professionally. Your talent is amazing. I look forward to recommending your services at every opportunity. I am proud of my website and all that it represents. Thank you for being you and for challenging me to Provoke Results in all that I do!

Sincerely,

Annette Curtiss
President