

**NTH Simple Solution Corp.**

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October 25<sup>th</sup>, 2021

Mo Lima

Mo Lima Studios

11675 Century Dr.

Alpharetta, GA 30009

(770) 203-1571

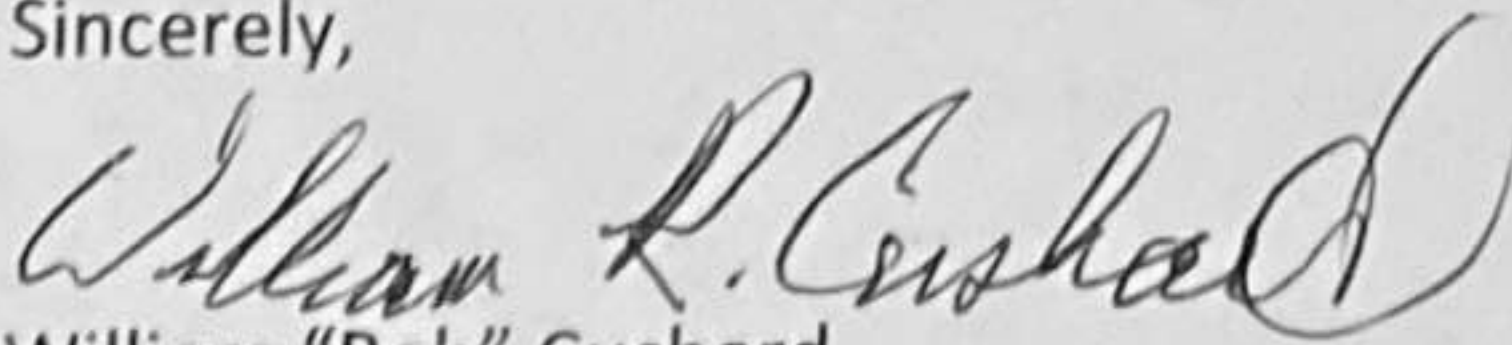
[Mokwang@molimaphotography.com](mailto:Mokwang@molimaphotography.com)

[www.molimaphotography.com](http://www.molimaphotography.com)

Dear Mo,

I'm pleased to write this recommendation letter as a personal endorsement of your skill as a photographer, responsiveness as a business owner, and the objective quality of your work. My original headshot which I've had up for years achieved a composite score of 7.4 using an online AI based analysis tool. My research had indicated that the optimum score was 8.0 or better to attract a client that you had never met before. The best I could get was 7.9, not what I was looking for or expected. There is truth behind the statement "Just because you can doesn't mean you should." I contacted you on a Thursday after our meeting and asked when you could save me. You were able to fit me in the next day. After some skilled questions while you setup your lighting you captured what I had tired and what I was looking for. Once setup you gave me a couple basic instructions on posing and we practiced once then snap snap, flash flash. We reviewed the raw images on the spot and found two great poses in just about 15 minutes. I was expecting images in the next 5 days or so however, much to my delight I received an email on Sunday with the images. So, I threw them into the AI evaluator and your images immediately boosted my score to 8.3 a 15% gain. I've already seen a boost in site visits and responses to my online content. Thanks Mo you exemplify what it means to be a professional photographer.

Sincerely,



William "Rob" Cushard

Owner

NTH Simple Solution