



June 30, 2020

Rebecca Brizi

Dear Rebecca,

I am writing to thank you for the direction that you provided during a recent career move for me. You may question how you helped in that our last planning strategy was completed almost two years ago. During that time, you taught me to analyze my business, helping to delineate tasks performed by my assistant and by myself and ultimately the tasks an additional assistant might perform. Your direction helped to eliminate duplication and grow my business in a really meaningful way. Your strategic, deliberate process helped me to direct my efforts on deciding which tasks are important and which ones are urgent.

In fact, an outcome of the business planning that you helped me with was the realization that the business model I was in caused me to put out urgent fires instead of focusing on what is important. Currently through your lunch and learn series for real estate agents, you have helped my business grow by teaching others what you taught me. I know that you work with a lot of small business and perhaps my business was unique to me. However, your systematic approach of analyzing business processes really helped me with direction. Thank you for your help!

Sincerely,

Jason Conn

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