



Books, Taxes & More, LLC
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Stone Mountain, GA 30087
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February 24, 2022

Wendy Kinney
305 Peters Street SW
Suite 4
Atlanta, GA 30313

Dear Wendy,

Thank you for the excellent and innovative training conducted in January and February. I am an accountant, a numbers guy. Marketing has never been my strong suit. I have depended largely on the networking groups to which I have belonged and word of mouth. I have belonged to many networking organizations from small, closed groups to large chambers of commerce. These organizations have all fallen short of the sort of results I expected. One of the things I didn't know then was my approach was wrong. The reasons are immaterial. The fact is that I was ill prepared to properly judge whether I was in the right place and how long it should take.

PowerCore under you is different. Your voracious reading has resulted in an organization based on science and research. Mandatory training teaches the new member what and why. You refuse to let the agenda or method grow stagnant. The perfect example of this was the introduction of two new courses on top of the already busy training schedule. I have never taken a course in advertising or marketing in my life, until January 17, 2022, when I sat in class absorbing as much about building a referral marketing plan as possible. I left with an incredible amount of information that will take me some time to implement and I have the plan for that.

On February 21, 2022, I was treated to my second 400 level course in benefiting from an association membership. I have more work to do and am re-orienting my marketing plan accordingly. The greatest gift is that not only were these 400 level courses presented without cost, but I found where I had been wasting money on advertising that had no hope of success. I still don't know much about marketing, but I now have some professional quality tools to get me on the right path and I know what to ask vendors and have a redefined metric on how to judge success.

Thank you again for your commitment to the success of every member of PowerCore.

Sincerely,

Steven P Perry, EA, MSA
Emory Team