



April 5, 2016

To my fellow Private Investigators:

Since I began as a PI in 2001, I was on the lookout for a marketing specialist that would help me with the development of my business. I am a technician and have needed a marketing and advertising department to help me. I have paid for three websites over the past 10 years, paid Google per click, paid SEO companies and have spent money with individuals that said they would help me with marketing my PI business. They did not have the knowledge, ability, organization, goal setting and product that Diana Garren and True Perceptions brought to me.

Diana spoke at the TALI convention in August 2012, and I could not attend her class. At that conference, a friend introduced Diana to me at happy hour. Months later, I began my work with True Perceptions. We meet on the phone and have worked for a year developing the mission, values, benefits and markets to pursue. We then developed a new website, brochures and a presentation packet for each market. Since then Diana and her team at True Perceptions have helped me focus and develop a real brand for my company. With Diana's help, I understand my business better and am developing my entrepreneurial abilities where "I can work on my business and not in my business." (E myth Revisited) Her services are not free but nothing of quality is free. She made me think and learn. I am grateful that a PI friend recommended her and that I continue with her.

By following the lead of Diana to focus my business on developing my niche, my revenue has tripled. This year also looks very promising to continue growing my business because of Diana's expertise and knowledge of the PI business.

This year Diana started a Round Table group that gets together each Wednesday for one hour on Skype video to discuss business ideas and what to do and not to do. I find it very beneficial to have a person like Diana to lead and direct the discussion. The other investigators in the Round Table are also benefiting from the discussion. My future and that of my company is better off because of Diana and True Perceptions. I am working on my next goal which is to hire an administrative assistant and the process is taking shape. With Diana, I can see that "perception becomes reality." The sky is the limit for my business!

If you have the opportunity to hear Diana speak, please be sure to do so. If you are looking to take your company to the next level, I highly recommend Diana and her team at True Perceptions. She knows the PI profession, and has the skill set to help you with branding, marketing and advertising. She will make you work to customize your vision and learn your business. She is what you need if you are a technician and have the need of a marketing and advertising company.

Sincerely,

Edmond J. Martin, CFE, TCI
DPS PSB License A10803
Recipient of the Fraud Investigator for 2015
Principal/Chief Investigator
Sage Investigations, LLC