



February, 3, 2014

To Whom It May Concern:

It was at the 2012 International Conference of Investigative Associations (ICIA) conference in San Antonio, Texas that I attended the eight hour paid seminar that Ms. Garren taught. This seminar was packed with valuable information that I had never heard before, and I needed to take my business to the next level. It was money well spent! If you ever have the opportunity to attend Ms. Garren's eight hour seminar, I highly recommend that you do.

I had been in business since 1999, and by the time I met Ms. Garren I had spent a lot of money on several different websites that didn't provide a brand for my company or yield much return on investment. I really didn't have a brand, just an average website. While in the seminar, I realized Ms. Garren and her company, True Perceptions, could help me achieve the vision I had for my business. Shortly after attending the seminar, I hired True Perceptions. Ms. Garren listened carefully and took me through a process to identify many key factors of my business and my markets. Then, she provided me a step by step roadmap. Ms. Garren does not provide "cookie cutter" answers and solutions. She tailors a step by step roadmap for your business needs.

We then branded my company with a logo and tag line and developed content to be carried out consistently throughout my website and all my sales and marketing tools. Ms. Garren and her team of professionals designed our website and had us on page one of Google within a week of its launch. Ms. Garren then designed professional brochures and presentation packets. Ms. Garren and her team provided us with all the tools I needed to confidently go out and sell and market my company.

We no longer have large dips in revenue like we once did, and I've had compliments from many national companies about how professional and extensive our website is. True Perceptions has given us a professional brand and totally changed the perception of our company. I no longer get phone calls that waste my time with people price shopping; the people who call are serious and want a professional agency and don't have a problem paying for our service. The only thing I wish is that I knew about True Perceptions years ago. I would have saved a lot of money and my business would have been further ahead. True Perceptions provides a return on investment.

If you are SERIOUS about taking your business to the next level, I highly recommend Diana Garren and her team at True Perceptions. They not only know what they are doing concerning branding, sales and marketing, but they have worked exclusively in the private investigative, attorney and security arena for over a decade. They know our business and our market.

Sincerely,

Claude Bookout
Founder/CEO/Chief Investigator
United International Investigations