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Dear Sir or Madame

Today's entrepreneur's have to do everything they can to stay one step ahead of their competition and to survive the challenges of today's business environment. As a rule, private investigators are great technicians, but they are not known as great business owners. We tend to stay focused on the "how to" aspects of the business and never get around to the art of juggling the business, marketing and sales aspects all at the same time. Many of us have never had any idea of how good this business could be. We tend to think "small". When I started my search to create a new corporate identity and grow my business, I was immediately attracted to Diana Garren and her company "*True Perceptions*". I was looking for someone that I could rely on that had the knowledge and expertise to create the content of my advertising and marketing strategy, particularly my on-line presence. I guess the name *True Perceptions* said it all. I wanted a true perception of what my business was all about and I wanted to convey those ideas to my potential clients.

When I first met Diana, I had initial intentions of simply re-making my website. We did that and boy, did I notice a change. Our website visits have increased 10% just this month and I've seen that visitors stay on the site more than three times longer than they did before the revisions (an important benchmark to me). I've also had very laudatory comments from visitors to the website. They noticed a change in *perception* (there's that word again), not just a change in appearance. Since that initial journey I've come to rely heavily on Diana and her team for a variety of other projects; creating new marketing brochures, sales training for me and my staff, designing a conference display, creating marketing tools and our most recent undertaking: designing a sales campaign. Even though we have successfully completed several projects, I look at our relationship as ongoing. As a result I won't speak about Diana's help in the past tense. It's ongoing and I fully expect it to continue. There are too many valuable things that she can bring to the table for me to ever think that we are finished. We continue to work on new ways to continue growing and I expect Diana to be a part of that growth.

I judge a business by their action and their customer service. I am the type person that works all hours of the day and I'm constantly trying to improve my services. I have found Diana to be a perfect match. She's always available (late night, early morning; you name it) and she is deeply involved in our project. Somehow I believe this is her standard, to be intimately involved in her customers and making sure they are satisfied. I suspect that Diana is going to be a part of my team for a long time to come. There are so many things that I need to know and do, and she's the one to teach me.

If you are thinking of improving your business or creating a new identity, you need to call this woman. All I ask is that you leave her with enough time for me.

Sincerely

Michael J. West, CFE, CLEI