

August 3, 2010

Regarding Diana Garren and the team of True Perceptions

I wanted to extend our heartfelt thanks. A few months ago we started with nothing. No logo; unsatisfactory brochures, agreements, displays and handouts. And our website was all about DataChasers, rather than letting potential clients know how valuable our services are to *their* needs. Diana has taught me how to market my company from the perspective of my market and the benefits they receive from utilizing our services instead of just telling what we do. We have trusted her with our business promotions, including branding and marketing, which have been very successful. So much so, that we have discontinued nearly all of our previous marketing efforts.

We are so grateful to have been referred to Diana and her team of experts. I was leery at first; because of other companies that we had worked with who promised the same thing, but did not perform. Diana showed me that she had a different approach than other marketing companies I worked with. She started by conducting a structured survey of my client base to learn what was important to them when hiring a data forensics expert and to learn their needs. This allowed her and her team to develop marketing materials that spoke directly to my market and their needs.

Diana accomplished, in a very reasonable time, a complete makeover of our company impression in the marketplace, giving us branding, and a professional image that we receive compliments on every day...literally, every day.

As a small-business owner, I was concerned with cost. Not only does Diana charge a very fair price for her work, she has the contacts to reduce ancillary costs, such as printing, display ads, and advertising.

Diana is diligent about giving service. I'm a procrastinator. It is Diana who keeps our efforts on course, and when I fall behind, I don't have to worry about Diana just letting things slide. It is Diana that calls me to get the job done when I let my part slip.

If you are in business, stabbing away at marketing and branding without really knowing what you are doing, and want to see real success, you need to speak with Diana.

I highly recommend True Perceptions if you need your clients and prospective clients to see you in a more positive, responsive, and professional light.

Sincerely,

Rick Albee

Rick Albee, President
DataChasers, Inc.[®]