

## **Freedom, Inc.**

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To all interested parties:

I have been utilizing Mark Paul's consulting services since November, 2005. I have been nothing less than impressed with his attention to detail and professionalism. My industry was a new challenge for him as it is to many, but he met the challenge with great enthusiasm.

One of my drawbacks was that I, like most, confuse strategy with tactics in my marketing approach. Mark very carefully and clearly defined the differences and helped me understand that I can effectively promote my message to the customers I want most... only if I know what that message is! Any assumptions that I had prior to the process had to be shared, and then checked at the door. Through the discovery process, I was allowed to be very involved which allowed me to learn things about my business that I didn't know before!

Mark is a delight to work with and makes you look forward to his next meeting. He always meets his deadlines, and goes above and beyond the call of duty. I feel that the money I invested was truly well spent, and would wholeheartedly recommend him to anyone who wants to stop wasting time and make their marketing dollars work!

Respectfully yours,



Dave Griffiths, Owner

PS: I don't know why *any* business owner wouldn't use his services!