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Mark Paul
Synergy Consulting Group, LLC
P.O. Box 91507
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re: Thank you!

Dear Mark:

It is difficult to make an accurate judgement about someone that you've only known for 15 minutes. Yet we all know that first impressions count and we all know that we make fast judgements about the people we meet. My first 15-minute discussion with you left me with a distinctly positive impression.

Not only were you extremely helpful, your enthusiasm to see our company off to a good start was infective. It wasn't that we didn't have the enthusiasm; it was just that we weren't too sure in which direction to point our enthusiasm. You have obviously been where we were now, many times before, and have some pretty good ideas about where we should channel all our enthusiasm.

Pointing that enthusiasm and energy in the right direction as a start up company is crucial. As a start up one has very little room for mistakes. Wasted resources, incorrect strategy or poorly defined plans can easily break a new venture. Getting it right in those first few months is absolutely crucial to success, and it was going to be absolutely crucial to our success.

You could see instantly that we were struggling to position our product. Simply having someone point this out to us was a good start. More than that though, you talked us through the differences between strategic and tactical marketing. Where previously we were had been managing our marketing by gut feel you put us on the track to managing our marketing by fact. Already this approach is paying big dividends.

Picking the right direction from the start is probably the most important aspects to that success. Spending just 15 minutes talking though our thoughts and ideas with someone completely impartial to the project left us with a refreshingly clear understanding of where we needed to be directing our energy.

In short our discussions with you about our approach made the difference between months of floundering, looking for direction, and being pointed in the right direction from day one. So, as it turns out our initial positive impression of you could not have been more accurate.

Thank you,

Bill Echlin
Bill Echlin
Traq Software Ltd