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February 3, 2011

Jeff Davidson, MBA, CMC
3202 Ruffin Street
Raleigh, NC 27607

Dear Jeff,

I attended your workshop "Powerful Do-it-Yourself Steps for Promoting Your Business" organized by Christine Alexander on February 2nd. It was an excellent presentation and I have already started leveraging the lessons from that workshop in my business. It was nearly overwhelming to get so much information so quickly, but I persevered and spent this morning organized the dozens of ideas that will have value to my marketing strategy.

The three things I was able to implement quickly were

- Use a customized signature on emails, create several and use them to deliver more information than your name.
- Use a digital recorder to write articles (I used my voice recognition software to write my blog this morning)
- Develop artifacts of your success to include in our profile and circulate to potential clients.

You were well organized in a setting that was less than perfect, managing a challenging audience. You were successful at not only telling us what to do, but showing us how to do it.

I highly recommend you as a speaker, workshop leader, and "getting things done" guru. I'm looking forward to reading your books.

Thanks, Jeff.

Sincerely,



Allen Evitts

Founder and CEO, Essential Project Manager