

February 28, 1997

Jeff Davidson
Breathing Space Institute
2417 Honeysuckle Road
Suite 2A
Chapel Hill, NC 27514-6819

Dear Jeff,

THANK YOU for coming to Colorado. You have definitely had an impact on my life/business.

Since I met you, I have:

- 1) listened to Blow your own Horn and taken your advice to clear my office. In my mind, I always enjoyed going to a room that was all white with a few colored pens at the desk; here, I felt free to create. Now, I feel that way in my own office; what a joy.
- 2) started "Marketing on a Shoestring" and have decided to give my company a new name. I realized that teaching people how to make "decisions from wisdom" is only one piece of what I do and that a different name is the beginning of communicating that.

Your information is timely in this era of overwhelm, your presentation sheds light on why we're in this situation, and offers solutions that can be implemented immediately.

May I quote you that "balance comes from making less choices per day." I include an exercise on balance in my team building program.

We discussed me sending articles and information on my program Marketing Made Simple™; I will do that when I have the new name.

I look forward to the cassette on more Breathing Space and to updating you on my progress soon.

Sincerely,



Anita Cameron



Mastery of
WISE DECISIONS

Aligning for Success

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