



OLEMA RANCH CAMPGROUND

*"Gateway to Point Reyes
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2-7-94

Dear Jeff,

So many things in your seminar, "Marketing on a Shoestring," in San Francisco last Thursday were helpful to me. Many of them I already knew but it helped to hear them reinforced by another professional. For example, the first thing you talked about, how already overwhelmed most people are by advertising has been very clear to me for a long time. I feel irritated when I get not only a piece of junk mail but one with 3 or 4 different pieces of paper in it all completely covered with long drawn-out paragraphs. I was happy to hear you advise the in-person approach.

Before I came to your seminar, I had been developing a survey to pass out to RV club members who come here. I have wanted to find a way to give them more attention and service. The one I had prepared was too long and required too much writing. Only one person filled it out and she left out most of the answers which required much writing. Now I know it's better to be brief and use check-off boxes. I knew that but ignored it until you mentioned it. Good information, Jeff.

Thank you for the reprinted articles. Nice bonus.

I enjoyed the energy with which you presented your subject. There was an alert pace, great humor and variety. I'm speaking not only of the assortment of subjects which you knew so well but the variety of presentation styles. It was refreshing to switch from lecture to questions to "catch-phrase" suggestions and then on to another segment. Definitely not boring. I learned a lot about marketing and also about presenting. Thanks.

Kind regards,

Cherie Diamond
Director of Programs and Marketing

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