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March 1, 2014

Mr. Jeff Davidson
3202 Ruffin Street
Raleigh, NC 27607

Dear Jeff:

Thank you for your talk at the recent National Speaker's Association Winter Conference.

I have been speaking professionally for just six years and your presentation was quite helpful to me. I have succeeded in creating a lot of content over the years, including a long-running blog, two books (one about to publish its third edition), and some video products, but your talk opened my eyes as to how much content I am generating that I am not currently recording and taking advantage of.

Like you, I have a small staff of college students that do a lot of my dirty work, but I can see that I can give them a lot more to do to capture more of the value that I am creating for clients and use it for other purposes. I am looking forward to receiving your CD with more detail on the topic in hopes that it will provide more of the how-to's of capturing audio and video as I generate it. I am good at capturing content in written form, but not very handy with audio and video, so thanks for your talk and thanks in advance for the CD.

Sincerely,

A handwritten signature in black ink that reads "Michael E. Moran". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Michael E. Moran

President
Mike Moran Group LLC